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BON APPETIT SUBSCRIBER PANEL

WAVE II

Prepared for:
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November/December, 1980

Survey Division, AUDITS & SURVEYS, One Park Avenue, New York, N.Y. 10016

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Project #5018

TRENDSETTER TRACKING STUDY

WAVE II - TABULATIONS

Prepared for:

BON APPETIT

November/December, 1980

AUDITS & SURVEYS, INC.
One Park Avenue
New York, N.Y. 10016

Project #5018

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Q1. HOW OFTEN DO YOU USE RECIPES FOR YOUR REGULAR FAMILY MEAL

BREAKFAST

			FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
	TOTAL	MALE	TOTAL	18-34	25-54	50+	NORTH EAST	WEST	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	2277 100.0	285 100.0	1987 100.0	595 100.0	1394 100.0	749 100.0	530 100.0	698 100.0	306 100.0	1216 100.0	991 100.0	1153 100.0	655 100.0	1127 100.0	353 100.0	1102 100.0
NO ANSWER	80 3.5	9 3.2	71 3.6	9 1.5	38 2.7	39 5.2	24 4.5	16 2.3	7 2.3	50 4.1	27 2.7	40 3.5	21 3.2	24 2.1	21 5.9	38 3.4
BASE	2197 100.0	276 100.0	1916 100.0	586 100.0	1356 100.0	710 100.0	506 100.0	682 100.0	299 100.0	1166 100.0	964 100.0	1113 100.0	634 100.0	1103 100.0	332 100.0	1064 100.0
VERY OFTEN	55 2.5	7 2.5	46 2.4	11 1.9	28 2.1	23 3.2	7 1.4	20 2.9	11 3.7	22 1.9	26 2.7	23 2.1	15 2.4	24 2.2	13 3.9	23 2.2
FAIRLY OFTEN	100 4.6	10 3.6	90 4.7	22 3.8	63 4.6	37 5.2	15 3.0	32 4.7	16 5.4	62 5.3	37 3.8	55 4.9	33 5.2	41 3.7	16 4.8	48 4.5
SOMETIMES	673 30.6	82 29.7	590 30.8	186 31.7	422 31.1	212 29.9	143 28.3	225 33.0	84 28.1	369 31.6	287 29.8	350 31.4	190 30.0	323 29.3	97 29.2	331 31.1
HARDLY EVER	1011 46.0	135 48.9	874 45.6	275 46.9	645 47.6	306 43.1	220 43.5	327 47.9	148 49.5	510 43.7	469 48.7	512 46.0	299 47.2	525 47.6	140 42.2	501 47.1
NEVER	358 16.3	42 15.2	316 16.5	92 15.7	198 14.6	132 18.6	121 23.9	78 11.4	40 13.4	203 17.4	145 15.0	173 15.5	97 15.3	190 17.2	66 19.9	161 15.1

Q1. HOW OFTEN DO YOU USE RECIPES FOR YOUR REGULAR FAMILY MEAL

LUNCH (NOON MEAL)

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COLLEGE GRAD OR BETTER	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	WEST	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000		20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	2277	285	1987	595	1394	749	530	698	306	1216	991	1153	655	1127	353	1102
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	87	11	75	11	42	40	25	20	10	52	28	43	24	24	21	40
	3.8	3.9	3.8	1.8	3.0	5.3	4.7	2.9	3.3	4.3	2.8	3.7	3.7	2.1	5.9	3.6
BASE	2190	274	1912	584	1352	709	505	678	296	1164	963	1110	631	1103	332	1062
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
VERY OFTEN	59	6	52	12	26	30	14	16	10	36	19	25	15	23	17	24
	2.7	2.2	2.7	2.1	1.9	4.2	2.8	2.4	3.4	3.1	2.0	2.3	2.4	2.1	5.1	2.3
FAIRLY OFTEN	196	15	181	38	95	93	36	53	29	128	63	102	55	74	43	86
	8.9	5.5	9.5	6.5	7.0	13.1	7.1	7.8	9.8	11.0	6.5	9.2	8.7	6.7	13.0	8.1
SOMETIMES	943	127	815	239	586	312	199	291	139	481	430	471	253	470	143	451
	43.1	46.4	42.6	40.9	43.3	44.0	39.4	42.9	47.0	41.3	44.7	42.4	40.1	42.6	43.1	42.5
HARDLY EVER	767	103	662	216	508	208	179	249	87	387	364	389	235	412	95	395
	35.0	37.6	34.6	37.0	37.6	29.3	35.4	36.7	29.4	33.2	37.8	35.0	37.2	37.4	28.6	37.2
NEVER	225	23	202	79	137	66	77	69	31	132	87	123	73	124	34	106
	10.3	8.4	10.6	13.5	10.1	9.3	15.2	10.2	10.5	11.3	9.0	11.1	11.6	11.2	10.2	10.0

Q1. HOW OFTEN DO YOU USE RECIPES FOR YOUR REGULAR FAMILY MEAL

DINNER (EVENING MEAL)

			FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-	INCOME	
	TOTAL	MALE	TOTAL	18-34	25-54	50+	NORTH EAST	WEST	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	LEGE GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	2277	285	1987	595	1394	749	530	698	306	1216	991	1153	655	1127	353	1102
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	17	1	16	3	11	5	2	5	2	12	4	10	6	10	4	9
	0.7	0.4	0.8	0.5	0.8	0.7	0.4	0.7	0.7	1.0	0.4	0.9	0.9	0.9	1.1	0.8
BASE	2260	284	1971	592	1383	744	528	693	304	1204	987	1143	649	1117	349	1093
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
VERY OFTEN	795	63	731	237	530	253	190	244	108	406	370	422	244	385	123	394
	35.2	22.2	37.1	40.0	38.3	34.0	36.0	35.2	35.5	33.7	37.5	36.9	37.6	34.5	35.2	36.0
FAIRLY OFTEN	966	153	810	244	551	321	211	309	125	535	397	473	276	484	141	472
	42.7	53.9	41.1	41.2	39.8	43.1	40.0	44.6	41.1	44.4	40.2	41.4	42.5	43.3	40.4	43.2
SOMETIMES	452	59	392	102	284	151	116	125	66	233	204	230	118	224	74	209
	20.0	20.8	19.9	17.2	20.5	20.3	22.0	18.0	21.7	19.4	20.7	20.1	18.2	20.1	21.2	19.1
HARDLY EVER	38	8	30	8	16	13	6	13	5	25	12	15	10	20	10	14
	1.7	2.8	1.5	1.4	1.2	1.7	1.1	1.9	1.6	2.1	1.2	1.3	1.5	1.8	2.9	1.3
NEVER	9	1	8	1	2	6	5	2	*	5	4	3	1	4	1	4
	0.4	0.4	0.4	0.2	0.1	0.8	0.9	0.3		0.4	0.4	0.3	0.2	0.4	0.3	0.4

Q1. HOW OFTEN DO YOU USE RECIPES FOR YOUR FOOD PREPARATION FOR ENTERTAINING--AT HOME

FORMAL SIT DOWN SERVING

			FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
	TOTAL	MALE	TOTAL	18-34	25-54	50+	NORTH EAST	WEST	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	2277	285	1987	595	1394	749	530	698	306	1216	991	1153	655	1127	353	1102
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	155	28	126	21	69	71	35	49	19	101	44	60	39	55	40	59
	6.8	9.8	6.3	3.5	4.9	9.5	6.6	7.0	6.2	8.3	4.4	5.2	6.0	4.9	11.3	5.4
BASE	2122	257	1861	574	1325	678	495	649	287	1115	947	1093	616	1072	313	1043
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
VERY OFTEN	961	95	866	307	664	247	226	293	137	492	449	518	305	552	108	529
	45.3	37.0	46.5	53.5	50.1	36.4	45.7	45.1	47.7	44.1	47.4	47.4	49.5	51.5	34.5	50.7
FAIRLY OFTEN	536	77	458	124	312	197	132	159	57	280	241	281	155	268	71	279
	25.3	30.0	24.6	21.6	23.5	29.1	26.7	24.5	19.9	25.1	25.4	25.7	25.2	25.0	22.7	26.7
SOMETIMES	412	56	354	83	226	161	92	121	60	215	178	187	94	175	82	167
	19.4	21.8	19.0	14.5	17.1	23.7	18.6	18.6	20.9	19.3	18.8	17.1	15.3	16.3	26.2	16.0
HARDLY EVER	136	21	114	40	80	43	27	47	17	78	54	67	40	48	28	47
	6.4	8.2	6.1	7.0	6.0	6.3	5.5	7.2	5.9	7.0	5.7	6.1	6.5	4.5	8.9	4.5
NEVER	77	8	69	20	43	30	18	29	16	50	25	40	22	29	24	21
	3.6	3.1	3.7	3.5	3.2	4.4	3.6	4.5	5.6	4.5	2.6	3.7	3.6	2.7	7.7	2.0

[redacted]

Q1. HOW OFTEN DO YOU USE RECIPES FOR YOUR FOOD PREPARATION FOR ENTERTAINING--AT HOME

CASUAL ENTERTAINING

			FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
	TOTAL	MALE	TOTAL	18-34	25-54	50+	NORTH EAST	WEST	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	2277 100.0	285 100.0	1987 100.0	595 100.0	1394 100.0	749 100.0	530 100.0	698 100.0	306 100.0	1216 100.0	991 100.0	1153 100.0	655 100.0	1127 100.0	353 100.0	1102 100.0
NO ANSWER	79 3.5	14 4.9	65 3.3	13 2.2	42 3.0	32 4.3	25 4.7	18 2.6	8 2.6	49 4.0	27 2.7	34 2.9	21 3.2	34 3.0	19 5.4	34 3.1
BASE	2198 100.0	271 100.0	1922 100.0	582 100.0	1352 100.0	717 100.0	505 100.0	680 100.0	298 100.0	1167 100.0	964 100.0	1119 100.0	634 100.0	1093 100.0	334 100.0	1068 100.0
VERY OFTEN	805 36.6	69 25.5	736 38.3	251 43.1	552 40.8	233 32.5	181 35.8	259 38.1	111 37.2	423 36.2	364 37.8	435 38.9	246 38.8	416 38.1	106 31.7	443 41.5
FAIRLY OFTEN	859 39.1	103 38.0	753 39.2	225 38.7	529 39.1	299 41.7	182 36.0	277 40.7	110 36.9	462 39.6	374 38.8	445 39.8	253 39.9	424 38.8	128 38.3	393 36.8
SOMETIMES	458 20.8	85 31.4	371 19.3	90 15.5	238 17.6	153 21.3	117 23.2	125 18.4	64 21.5	237 20.3	197 20.4	208 18.6	124 19.6	222 20.3	77 23.1	207 19.4
HARDLY EVER	64 2.9	11 4.1	53 2.8	12 2.1	29 2.1	28 3.9	22 4.4	16 2.4	8 2.7	37 3.2	25 2.6	27 2.4	10 1.6	24 2.2	21 6.3	22 2.1
NEVER	12 0.5	3 1.1	9 0.5	4 0.7	4 0.3	4 0.6	3 0.6	3 0.4	5 1.7	8 0.7	4 0.4	4 0.4	1 0.2	7 0.6	2 0.6	3 0.3

Audits & Surveys, Inc.

Q2. HOW OFTEN YOU GET YOUR RECIPES FROM .....

COOKBOOKS

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE GRAD	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	WEST	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	2277	285	1987	595	1394	749	530	698	306	1216	991	1153	655	1127	353	1102
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	19	1	18	2	9	14	5	3	2	14	5	8	3	5	5	7
	0.8	0.4	0.9	0.3	0.6	1.9	0.9	0.4	0.7	1.2	0.5	0.7	0.5	0.4	1.4	0.6
BASE	2258	284	1969	593	1385	735	525	695	304	1202	986	1145	652	1122	348	1095
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
VERY OFTEN	1274	128	1144	355	811	420	306	374	178	670	566	666	380	658	198	621
	56.4	45.1	58.1	59.9	58.6	57.1	58.3	53.8	58.6	55.7	57.4	58.2	58.3	58.6	56.9	56.7
FAIRLY OFTEN	711	114	594	170	427	219	160	232	90	376	311	351	201	350	97	349
	31.5	40.1	30.2	28.7	30.8	29.8	30.5	33.4	29.6	31.3	31.5	30.7	30.8	31.2	27.9	31.9
SOMETIMES	239	39	200	62	126	82	52	77	32	136	95	110	62	100	48	106
	10.6	13.7	10.2	10.5	9.1	11.2	9.9	11.1	10.5	11.3	9.6	9.6	9.5	8.9	13.8	9.7
HARDLY EVER	26	3	23	5	16	10	6	11	3	14	12	13	7	12	4	14
	1.2	1.1	1.2	0.8	1.2	1.4	1.1	1.6	1.0	1.2	1.2	1.1	1.1	1.1	1.1	1.3
NEVER	8	*	3	1	5	4	1	1	1	6	2	5	2	2	1	5
	0.4		0.4	0.2	0.4	0.5	0.2	0.1	0.3	0.5	0.2	0.4	0.3	0.2	0.3	0.5

Q2. HOW OFTEN YOU GET YOUR RECIPES FROM .....

COOKING SCHOOLS

			FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
	TOTAL	MALE	TOTAL	18-34	25-54	50+	NORTH EAST	WEST	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	2277	285	1987	595	1394	749	530	698	306	1216	991	1153	655	1127	353	1102
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	137	16	121	11	46	93	32	40	26	90	36	43	24	43	42	50
	6.0	5.6	6.1	1.8	3.3	12.4	6.0	5.7	8.5	7.4	3.6	3.7	3.7	3.8	11.9	4.5
BASE	2140	269	1866	584	1348	656	498	658	280	1126	955	1110	631	1084	311	1052
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
VERY OFTEN	33	*	33	10	25	8	9	13	4	16	17	17	8	16	4	20
	1.5		1.8	1.7	1.9	1.2	1.8	2.0	1.4	1.4	1.8	1.5	1.3	1.5	1.3	1.9
FAIRLY OFTEN	69	3	66	18	51	22	12	24	9	28	37	34	19	45	6	40
	3.2	1.1	3.5	3.1	3.8	3.4	2.4	3.6	3.2	2.5	3.9	3.1	3.0	4.2	1.9	3.8
SOMETIMES	252	26	224	70	170	83	51	75	40	125	122	128	69	129	34	136
	11.8	9.7	12.0	12.0	12.6	12.7	10.2	11.4	14.3	11.1	12.8	11.5	10.9	11.9	10.9	12.9
HARDLY EVER	424	48	376	116	276	125	65	146	61	212	195	235	127	228	57	221
	19.8	17.8	20.2	19.9	20.5	19.1	13.1	22.2	21.8	18.8	20.4	21.2	20.1	21.0	18.3	21.0
NEVER	1362	192	1167	370	826	418	361	400	166	745	584	696	408	666	210	635
	63.6	71.4	62.5	63.4	61.3	63.7	72.5	60.8	59.3	66.2	61.2	62.7	64.7	61.4	67.5	60.4

Q2. HOW OFTEN YOU GET YOUR RECIPES FROM .....

GROCERY STORE PROMOTIONAL MATERIAL

			FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
	TOTAL	MALE	TOTAL	18-34	25-54	50+	NORTH EAST	WEST	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	2277	285	1987	595	1394	749	530	698	306	1216	991	1153	655	1127	353	1102
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	120	17	103	7	43	79	27	40	20	81	30	40	22	39	34	49
	5.3	6.0	5.2	1.2	3.1	10.5	5.1	5.7	6.5	6.7	3.0	3.5	3.4	3.5	9.6	4.4
BASE	2157	268	1884	588	1351	670	503	658	226	1135	961	1113	633	1088	319	1053
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
VERY OFTEN	20	1	19	5	8	11	8	3	5	14	5	8	4	7	10	7
	0.9	0.4	1.0	0.9	0.6	1.6	1.6	0.5	1.7	1.2	0.5	0.7	0.6	0.6	3.1	0.7
FAIRLY OFTEN	49	4	45	12	27	21	9	15	9	24	24	30	17	24	13	17
	2.3	1.5	2.4	2.0	2.0	3.1	1.8	2.3	3.1	2.1	2.5	2.7	2.7	2.2	4.1	1.6
SOMETIMES	339	44	293	92	197	122	82	84	43	189	134	181	98	150	64	131
	15.7	16.4	15.6	15.6	14.6	18.2	16.3	12.8	15.0	16.7	13.9	16.3	15.5	13.8	20.1	12.4
HARDLY EVER	916	119	795	238	578	271	190	302	127	464	432	473	279	466	120	469
	42.5	44.4	42.2	40.5	42.8	40.4	37.8	45.9	44.4	40.9	45.0	42.5	44.1	42.8	37.6	44.5
NEVER	833	100	732	241	541	245	214	254	102	444	366	421	235	441	112	429
	38.6	37.3	38.9	41.0	40.0	36.6	42.5	38.6	35.7	39.1	38.1	37.8	37.1	40.5	35.1	40.7

Q2. HOW OFTEN YOU GET YOUR RECIPES FROM .....

MAGAZINE ARTICLES

			FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
	TOTAL	MALE	TOTAL	18-34	25-54	50+	NORTH EAST	WEST	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	2277	285	1987	595	1394	749	530	698	306	1216	991	1153	655	1127	353	1102
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	22	6	16	2	6	14	8	4	3	12	7	6	1	5	7	6
	1.0	2.1	0.8	0.3	0.4	1.9	1.5	0.6	1.0	1.0	0.7	0.5	0.2	0.4	2.0	0.5
BASE	2255	279	1971	593	1388	735	522	694	303	1204	984	1147	654	1122	346	1096
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
VERY OFTEN	583	46	536	155	372	226	156	169	88	322	245	305	179	272	102	282
	25.9	16.5	27.2	26.1	26.8	30.7	29.9	24.4	29.0	26.7	24.9	26.6	27.4	24.2	29.5	25.7
FAIRLY OFTEN	877	103	771	239	543	275	171	290	114	483	373	470	258	459	134	419
	38.9	36.9	39.1	40.3	39.1	37.4	32.8	41.8	37.6	40.1	37.9	41.0	39.4	40.9	38.7	38.2
SOMETIMES	701	109	591	176	416	213	167	210	90	351	322	334	193	343	99	349
	31.1	39.1	30.0	29.7	30.0	29.0	32.0	30.3	29.7	29.2	32.7	29.1	29.5	30.6	28.6	31.8
HARDLY EVER	85	20	65	21	52	17	25	23	9	45	39	36	23	43	9	41
	3.8	7.2	3.3	3.5	3.7	2.3	4.8	3.3	3.0	3.7	4.0	3.1	3.5	3.8	2.6	3.7
NEVER	9	1	8	2	5	4	3	2	2	3	5	2	1	5	2	5
	0.4	0.4	0.4	0.3	0.4	0.5	0.6	0.3	0.7	0.2	0.5	0.2	0.2	0.4	0.6	0.5

Q2. HOW OFTEN YOU GET YOUR RECIPES FROM .....

MAGAZINE ADVERTISEMENTS

			FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-	INCOME	
	TOTAL	MALE	TOTAL	18-34	25-54	50+	NORTH EAST	WEST	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	LEGE GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	2277	285	1987	595	1394	749	530	698	306	1216	991	1153	655	1127	353	1102
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	80	12	68	6	25	52	20	27	11	58	16	27	13	27	25	28
	3.5	4.2	3.4	1.0	1.8	6.9	3.8	3.9	3.6	4.8	1.6	2.3	2.0	2.4	7.1	2.5
BASE	2197	273	1919	589	1369	697	510	671	295	1158	975	1126	642	1100	328	1074
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
VERY OFTEN	124	5	119	36	71	57	39	31	25	70	50	65	31	43	39	41
	5.6	1.8	6.2	6.1	5.2	8.2	7.6	4.6	8.5	6.0	5.1	5.8	4.8	3.9	11.9	3.8
FAIRLY OFTEN	286	24	261	80	170	114	64	92	45	169	114	162	95	120	48	116
	13.0	8.8	13.6	13.6	12.4	16.4	12.5	13.7	15.3	14.6	11.7	14.4	14.8	10.9	14.6	10.8
SOMETIMES	927	106	818	255	583	300	201	274	122	483	412	477	273	453	138	445
	42.2	38.8	42.6	43.3	42.6	43.0	39.4	40.8	41.4	41.7	42.3	42.4	42.5	41.2	42.1	41.4
HARDLY EVER	649	100	548	165	416	173	147	205	80	321	311	317	177	361	79	358
	29.5	36.6	28.6	28.0	30.4	24.8	28.8	30.6	27.1	27.7	31.9	28.2	27.6	32.8	24.1	33.3
NEVER	211	38	173	53	129	53	59	69	23	115	88	105	66	123	24	114
	9.6	13.9	9.0	9.0	9.4	7.6	11.6	10.3	7.8	9.9	9.0	9.3	10.3	11.2	7.3	10.6

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Q2. HOW OFTEN YOU GET YOUR RECIPES FROM .....

NEWSPAPER ARTICLES

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	WEST	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	2277	285	1987	595	1394	749	530	698	306	1216	991	1153	655	1127	353	1102
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	60	9	51	5	20	39	16	19	7	42	11	17	11	21	19	23
	2.6	3.2	2.6	0.8	1.4	5.2	3.0	2.7	2.3	3.5	1.1	1.5	1.7	1.9	5.4	2.1
BASE	2217	276	1936	590	1374	710	514	679	299	1174	980	1136	644	1106	334	1079
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
VERY OFTEN	149	8	141	31	85	73	41	39	18	90	53	79	43	66	38	56
	6.7	2.9	7.3	5.3	6.2	10.3	8.0	5.7	6.0	7.7	5.4	7.0	6.7	6.0	11.4	5.2
FAIRLY OFTEN	414	46	367	86	239	166	93	138	50	237	165	202	108	195	64	205
	18.7	16.7	19.0	14.6	17.4	23.4	18.1	20.3	16.7	20.2	16.8	17.8	16.8	17.6	19.2	19.0
SOMETIMES	1012	131	878	272	625	322	242	295	143	514	470	500	261	519	158	501
	45.6	47.5	45.4	46.1	45.5	45.4	47.1	43.4	47.8	43.8	48.0	44.0	40.5	46.9	47.3	46.4
HARDLY EVER	491	65	425	145	328	120	102	147	71	248	233	270	174	252	57	246
	22.1	23.6	22.0	24.6	23.9	16.9	19.8	21.6	23.7	21.1	23.8	23.8	27.0	22.8	17.1	22.8
NEVER	151	26	125	56	97	29	36	60	17	85	59	85	58	74	17	71
	6.8	9.4	6.5	9.5	7.1	4.1	7.0	8.8	5.7	7.2	6.0	7.5	9.0	6.7	5.1	6.6

Q2. HOW OFTEN YOU GET YOUR RECIPES FROM .....

NEWSPAPER ADVERTISEMENTS

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
			TOTAL	18-34	25-34	50+	NORTH EAST	WEST	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	2277	285	1987	595	1394	749	530	698	306	1216	991	1153	655	1127	353	1102
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	127	14	113	14	42	88	36	35	19	88	30	42	24	41	35	53
	5.6	4.9	5.7	2.4	3.0	11.7	6.8	5.0	6.2	7.2	3.0	3.6	3.7	3.6	9.9	4.8
BASE	2150	271	1874	581	1352	661	494	663	287	1128	961	1111	631	1086	318	1049
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
VERY OFTEN	37	1	36	9	18	20	13	9	6	21	15	19	11	12	15	8
	1.7	0.4	1.9	1.5	1.3	3.0	2.6	1.4	2.1	1.9	1.6	1.7	1.7	1.1	4.7	0.8
FAIRLY OFTEN	102	8	94	25	59	45	24	33	17	56	43	59	27	40	22	30
	4.7	3.0	5.0	4.3	4.4	6.8	4.9	5.0	5.9	5.0	4.5	5.3	4.3	3.7	6.9	2.9
SOMETIMES	480	58	420	118	300	161	116	145	60	259	202	251	143	208	78	212
	22.3	21.4	22.4	20.3	22.2	24.4	23.5	21.9	20.9	23.0	21.0	22.6	22.7	19.2	24.5	20.2
HARDLY EVER	862	109	750	233	539	268	173	272	128	436	402	437	254	458	116	443
	40.1	40.2	40.0	40.1	39.9	40.5	35.0	41.0	44.6	38.7	41.8	39.3	40.3	42.2	36.5	42.2
NEVER	669	95	574	196	436	167	168	204	76	356	299	345	196	368	87	356
	31.1	35.1	30.6	33.7	32.2	25.3	34.0	30.8	26.5	31.6	31.1	31.1	31.1	33.9	27.4	33.9

Q2. HOW OFTEN YOU GET YOUR RECIPES FROM .....

RECIPE CARD FILE PURCHASED AS A SET

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	WEST	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	2277	285	1987	595	1394	749	530	698	306	1216	991	1153	655	1127	353	1102
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	118	13	105	11	39	80	33	33	16	80	29	38	22	35	34	42
	5.2	4.6	5.3	1.8	2.8	10.7	6.2	4.7	5.2	6.6	2.9	3.3	3.4	3.1	9.6	3.8
BASE	2159	272	1882	584	1355	669	497	665	290	1136	962	1115	633	1092	319	1060
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
VERY OFTEN	44	5	39	16	16	19	17	11	5	29	13	22	13	19	10	14
	2.0	1.8	2.1	2.7	1.2	2.8	3.4	1.7	1.7	2.6	1.4	2.0	2.1	1.7	3.1	1.3
FAIRLY OFTEN	95	15	80	26	58	33	21	26	17	59	33	55	30	39	22	34
	4.4	5.5	4.3	4.5	4.3	4.9	4.2	3.9	5.9	5.2	3.4	4.9	4.7	3.6	6.9	3.2
SOMETIMES	254	27	226	75	166	81	59	72	33	135	110	145	83	101	45	111
	11.8	9.9	12.0	12.8	12.3	12.1	11.9	10.8	11.4	11.9	11.4	13.0	13.1	9.2	14.1	10.5
HARDLY EVER	298	32	266	83	203	91	68	101	30	141	152	169	95	147	40	162
	13.8	11.8	14.1	14.2	15.0	13.6	13.7	15.2	10.3	12.4	15.8	15.2	15.0	13.5	12.5	15.3
NEVER	1468	193	1271	384	912	445	332	455	205	772	654	724	412	786	202	739
	68.0	71.0	67.5	65.8	67.3	66.5	66.8	68.4	70.7	68.0	68.0	64.9	65.1	72.0	63.3	69.7

Q2. HOW OFTEN YOU GET YOUR RECIPES FROM .....

RELATIVES/FRIENDS

			FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
	TOTAL	MALE	TOTAL	18-34	25-54	50+	NORTH EAST	WEST	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	2277	285	1987	595	1394	749	530	698	306	1216	991	1153	655	1127	353	1102
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	28	4	24	2	8	20	6	9	3	23	4	6	3	6	12	8
	1.2	1.4	1.2	0.3	0.6	2.7	1.1	1.3	1.0	1.9	0.4	0.5	0.5	0.5	3.4	0.7
BASE	2249	281	1963	593	1386	729	524	689	303	1193	987	1147	652	1121	341	1094
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
VERY OFTEN	430	14	416	135	282	165	105	114	56	233	184	238	127	202	79	186
	19.1	5.0	21.2	22.8	20.3	22.6	20.0	16.5	18.5	19.5	18.6	20.7	19.5	18.0	23.2	17.0
FAIRLY OFTEN	697	67	630	209	453	223	146	222	95	376	302	389	217	350	98	324
	31.0	23.8	32.1	35.2	32.7	30.6	27.9	32.2	31.4	31.5	30.6	33.9	33.3	31.2	28.7	29.6
SOMETIMES	880	147	729	197	517	269	206	266	123	455	395	410	247	448	128	461
	39.1	52.3	37.1	33.2	37.3	36.9	39.3	38.6	40.6	38.1	40.0	35.7	37.9	40.0	37.5	42.1
HARDLY EVER	214	48	165	44	122	61	57	76	25	112	95	100	58	108	29	112
	9.5	17.1	8.4	7.4	8.8	8.4	10.9	11.3	8.3	9.4	9.6	8.7	8.9	9.6	8.5	10.2
NEVER	28	5	23	8	12	11	10	9	4	17	11	10	3	13	7	11
	1.2	1.8	1.2	1.3	0.9	1.5	1.9	1.3	1.3	1.4	1.1	0.9	0.5	1.2	2.1	1.0

Q2. HOW OFTEN YOU GET YOUR RECIPES FROM .....

FROM PRODUCT PACKAGES OR CONTAINERS

			FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
	TOTAL	MALE	TOTAL	18-34	25-54	50+	NORTH EAST	WEST	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	2277	285	1987	595	1394	749	538	698	306	1216	991	1153	655	1127	353	1102
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	68	8	60	3	19	48	20	21	9	51	12	21	13	20	20	22
	3.0	2.8	3.0	0.5	1.4	6.4	3.8	3.0	2.9	4.2	1.2	1.8	2.0	1.8	5.7	2.0
BASE	2209	277	1927	592	1375	701	518	677	297	1165	979	1132	642	1107	333	1080
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
VERY OFTEN	39	3	36	10	20	19	15	8	5	21	17	21	15	13	10	15
	1.8	1.1	1.9	1.7	1.5	2.7	2.9	1.2	1.7	1.8	1.7	1.9	2.3	1.2	3.0	1.4
FAIRLY OFTEN	173	17	156	49	103	66	38	45	27	95	72	86	51	82	38	58
	7.8	6.1	8.1	8.3	7.5	9.4	7.5	6.6	9.1	8.2	7.4	7.6	7.9	7.4	11.4	5.4
SOMETIMES	924	115	806	276	561	280	211	277	123	476	424	485	274	455	139	431
	41.8	41.5	41.8	46.6	40.8	39.9	41.4	40.9	41.4	40.9	43.3	42.8	42.7	41.1	41.7	39.9
HARDLY EVER	852	106	744	211	555	259	176	278	121	457	374	432	236	447	115	460
	38.6	38.3	38.6	35.6	40.4	36.9	34.5	41.1	40.7	39.2	38.2	38.2	36.8	40.4	34.5	42.6
NEVER	221	36	185	46	136	77	70	69	21	116	92	105	66	110	31	116
	10.0	13.0	9.6	7.8	9.9	11.0	13.7	10.2	7.1	10.0	9.4	9.5	10.3	9.9	9.3	10.7

Q3. HOW IMPORTANT ..... IS WHEN USING A RECIPE

PREPARATION TIME

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	WEST	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	2277	285	1987	595	1394	749	530	698	306	1216	991	1153	655	1127	353	1102
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	16	3	13	*	3	11	3	4	2	14	1	5	2	3	9	4
	0.7	1.1	0.7		0.2	1.5	0.6	0.6	0.7	1.2	0.1	0.4	0.3	0.3	2.5	0.4
BASE	2261	282	1974	595	1391	738	527	694	304	1202	990	1148	653	1124	344	1098
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
VERY IMPORTANT	852	75	776	242	537	293	192	275	119	462	359	495	279	423	151	400
	37.7	26.6	39.3	40.7	38.6	39.7	36.4	39.6	39.1	38.4	36.3	43.1	42.7	37.6	43.9	36.4
SOMEWHAT IMPORTANT	1002	128	871	282	646	296	245	302	123	495	477	502	289	499	126	501
	44.3	45.4	44.1	47.4	46.4	40.1	46.5	43.5	40.5	41.2	48.2	43.7	44.3	44.4	36.6	45.6
NOT VERY IMPORTANT	320	67	252	59	156	114	76	86	51	191	125	119	62	162	55	153
	14.2	23.8	12.8	9.9	11.2	15.4	14.4	12.4	16.8	15.9	12.6	10.4	9.5	14.4	16.0	13.9
NOT AT ALL IMPORTANT	87	12	75	12	52	35	14	31	11	54	29	32	23	40	12	44
	3.8	4.3	3.8	2.0	3.7	4.7	2.7	4.5	3.6	4.5	2.9	2.8	3.5	3.6	3.5	4.0

Q3. HOW IMPORTANT ..... IS WHEN USING A RECIPE

EASY TO FOLLOW DIRECTIONS

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	WEST	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	2277	285	1987	595	1394	749	530	698	306	1216	991	1153	655	1127	353	1102
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	15	3	12	6	5	6	5	3	3	11	4	6	1	6	6	7
	0.7	1.1	0.6	1.0	0.4	0.8	0.9	0.4	1.0	0.9	0.4	0.5	0.2	0.5	1.7	0.6
BASE	2262	282	1975	589	1389	743	525	695	303	1205	987	1147	654	1121	347	1095
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
VERY IMPORTANT	1098	119	977	273	665	401	256	349	139	581	478	551	299	498	186	516
	48.5	42.2	49.5	46.3	47.9	54.0	48.8	50.2	45.9	48.2	48.4	48.0	45.7	44.4	53.6	47.1
SOMEWHAT IMPORTANT	802	119	680	211	482	244	189	249	111	443	336	398	239	413	109	402
	35.5	42.2	34.4	35.8	34.7	32.8	36.0	35.8	36.6	36.8	34.0	34.7	36.5	36.8	31.4	36.7
NOT VERY IMPORTANT	291	36	255	86	191	76	62	77	40	144	142	161	94	172	40	142
	12.9	12.8	12.9	14.6	13.8	10.2	11.8	11.1	13.2	12.0	14.4	14.0	14.4	15.3	11.5	13.0
NOT AT ALL IMPORTANT	71	8	63	19	51	22	18	20	13	37	31	37	22	38	12	35
	3.1	2.8	3.2	3.2	3.7	3.0	3.4	2.9	4.3	3.1	3.1	3.2	3.4	3.4	3.5	3.2

Q3. HOW IMPORTANT ..... IS WHEN USING A RECIPE

COST OF INGREDIENTS

			FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
	TOTAL	MALE	TOTAL	18-34	25-54	50+	NORTH EAST	WEST	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	2277	285	1987	595	1394	749	530	698	306	1216	991	1153	655	1127	353	1102
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	28	4	24	1	6	20	8	7	7	18	8	9	4	6	10	12
	1.2	1.4	1.2	0.2	0.4	2.7	1.5	1.0	2.3	1.5	0.8	0.8	0.6	0.5	2.8	1.1
BASE	2249	281	1963	594	1388	729	522	691	299	1198	983	1144	651	1121	343	1090
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
VERY IMPORTANT	386	31	354	103	217	152	90	115	60	210	157	196	88	160	121	94
	17.2	11.0	18.0	17.3	15.6	20.9	17.2	16.6	20.1	17.5	16.0	17.1	13.5	14.3	35.3	8.6
SOMEWHAT IMPORTANT	1019	102	913	311	679	297	221	321	133	510	488	544	304	509	147	465
	45.3	36.3	46.5	52.4	48.9	40.7	42.3	46.5	44.5	42.6	49.6	47.6	46.7	45.4	42.9	42.7
NOT VERY IMPORTANT	630	103	527	144	360	210	152	184	84	359	248	306	202	342	61	383
	28.0	36.7	26.8	24.2	25.9	28.8	29.1	26.6	28.1	30.0	25.2	26.7	31.0	30.5	17.8	35.1
NOT AT ALL IMPORTANT	214	45	169	36	132	78	59	71	22	119	90	98	57	110	14	148
	9.5	16.0	8.6	6.1	9.5	9.6	11.3	10.3	7.4	9.9	9.2	8.6	8.8	9.8	4.1	13.6

Q3. HOW IMPORTANT ..... IS WHEN USING A RECIPE

READILY OBTAINABLE INGREDIENTS

			FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
	TOTAL	MALE	TOTAL	18-34	25-54	50+	NORTH EAST	WEST	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	2277	285	1987	595	1394	749	530	698	306	1216	991	1153	655	1127	353	1102
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	32	4	28	6	12	18	10	8	4	24	6	10	3	8	11	7
	1.4	1.4	1.4	1.0	0.9	2.4	1.9	1.1	1.3	2.0	0.6	0.9	0.5	0.7	3.1	0.6
BASE	2245	281	1959	589	1382	731	520	690	302	1192	985	1143	652	1119	342	1095
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
VERY IMPORTANT	1075	109	963	287	640	389	232	320	144	570	475	529	298	498	192	457
	47.9	38.8	49.2	48.7	46.3	53.2	44.6	46.4	47.7	47.8	48.2	46.3	45.7	44.5	56.1	41.7
SOMEWHAT IMPORTANT	925	130	794	247	591	270	232	276	123	474	418	488	287	488	118	495
	41.2	46.3	40.5	41.9	42.8	36.9	44.6	40.0	40.7	39.8	42.4	42.7	44.0	43.6	34.5	45.2
NOT VERY IMPORTANT	205	35	169	48	129	54	44	80	31	124	77	107	54	116	22	120
	9.1	12.5	8.6	8.1	9.3	7.4	8.5	11.6	10.3	10.4	7.8	9.4	8.3	10.4	6.4	11.0
NOT AT ALL IMPORTANT	40	7	33	7	22	18	12	14	4	24	15	19	13	17	10	23
	1.8	2.5	1.7	1.2	1.6	2.5	2.3	2.0	1.3	2.0	1.5	1.7	2.0	1.5	2.9	2.1

Q3. HOW IMPORTANT ..... IS WHEN USING A RECIPE

FRESH INGREDIENTS

			FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-	INCOME	
	TOTAL	MALE	TOTAL	18-34	25-54	50+	NORTH EAST	WEST	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	LEGE GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	2277	285	1987	595	1394	749	530	698	306	1216	991	1153	655	1127	353	1102
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	32	3	29	3	6	24	13	7	4	24	6	9	4	13	13	9
	1.4	1.1	1.5	0.5	0.4	3.2	2.5	1.0	1.3	2.0	0.6	0.8	0.6	1.2	3.7	0.8
BASE	2245	282	1958	592	1388	725	517	691	302	1192	985	1144	651	1114	340	1093
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
VERY IMPORTANT	1065	118	944	258	632	389	252	356	139	598	429	554	301	485	197	498
	47.4	41.8	48.2	43.6	45.5	53.7	48.7	51.5	46.0	50.2	43.6	48.4	46.2	43.5	57.9	45.6
SOMEWHAT IMPORTANT	897	114	782	254	579	266	194	269	122	454	419	458	261	460	115	438
	40.0	40.4	39.9	42.9	41.7	36.7	37.5	38.9	40.4	38.1	42.5	40.0	40.1	41.3	33.8	40.1
NOT VERY IMPORTANT	244	38	205	70	154	62	62	57	36	114	124	120	82	149	24	136
	10.9	13.5	10.5	11.8	11.1	8.6	12.0	8.2	11.9	9.6	12.6	10.5	12.6	13.4	7.1	12.4
NOT AT ALL IMPORTANT	39	12	27	10	23	8	9	9	5	26	13	12	7	20	4	21
	1.7	4.3	1.4	1.7	1.7	1.1	1.7	1.3	1.7	2.2	1.3	1.0	1.1	1.8	1.2	1.9

Q3. HOW IMPORTANT ..... IS WHEN USING A RECIPE

STEP BY STEP PHOTOGRAPHS

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE GRAD OR BETTER	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	WEST	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000		20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	2277	285	1957	595	1394	749	530	698	306	1216	991	1153	655	1127	353	1102
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	35	4	31	1	8	25	14	6	4	28	7	12	6	12	9	15
	1.5	1.4	1.6	0.2	0.6	3.3	2.6	0.9	1.3	2.3	0.7	1.0	0.9	1.1	2.5	1.4
BASE	2242	281	1956	594	1386	724	516	692	302	1188	984	1141	649	1115	344	1087
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
VERY IMPORTANT	162	21	141	32	87	72	44	55	17	77	71	70	37	72	36	63
	7.2	7.5	7.2	5.4	6.3	9.9	8.5	7.9	5.6	6.5	7.2	6.1	5.7	6.5	10.5	5.8
SOMEWHAT IMPORTANT	437	52	384	101	265	154	96	142	57	236	180	248	140	190	69	190
	19.5	18.5	19.6	17.0	19.1	21.3	18.6	20.5	18.9	19.9	18.3	21.7	21.6	17.0	20.1	17.5
NOT VERY IMPORTANT	1023	128	892	303	635	315	228	311	141	542	456	526	303	516	143	514
	45.6	45.6	45.6	51.0	45.8	43.5	44.2	44.6	46.7	45.6	46.3	46.1	46.7	46.3	41.6	47.3
NOT AT ALL IMPORTANT	620	80	539	158	399	183	146	185	87	333	277	297	169	337	96	320
	27.7	28.5	27.6	26.6	28.8	25.3	28.7	26.7	28.6	28.0	28.2	26.0	26.0	30.2	27.9	29.4

Q3. HOW IMPORTANT ..... IS WHEN USING A RECIPE

METRIC CONVERSION EQUIVALENTS GIVEN

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE GRAD	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	WEST	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	2277	285	1987	595	1394	749	530	698	306	1216	991	1153	655	1127	353	1102
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	61	10	51	3	14	42	18	12	13	46	11	17	7	16	19	18
	2.7	3.5	2.6	0.5	1.0	5.6	3.4	1.7	4.2	3.8	1.1	1.5	1.1	1.4	5.4	1.6
BASE	2216	275	1936	592	1380	707	512	686	293	1170	980	1136	648	1111	334	1084
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
VERY IMPORTANT	242	22	220	48	139	100	59	86	33	137	91	125	69	82	46	87
	10.9	8.0	11.4	8.1	10.1	14.1	11.5	12.5	11.3	11.7	9.3	11.0	10.6	7.4	13.8	8.0
SOMEWHAT IMPORTANT	290	41	247	80	184	87	70	89	42	145	130	168	86	129	50	129
	13.1	14.9	12.8	13.5	13.3	12.3	13.7	13.0	14.3	12.4	13.3	14.8	13.3	11.6	15.0	11.9
NOT VERY IMPORTANT	616	77	536	186	395	177	146	174	72	304	292	330	186	332	93	312
	27.8	28.0	27.7	31.4	28.6	25.0	28.5	25.4	24.6	26.0	29.8	29.0	28.7	29.9	27.8	28.8
NOT AT ALL IMPORTANT	1068	135	933	278	662	343	237	337	146	584	467	513	307	568	145	556
	48.2	49.1	48.2	47.0	48.0	48.5	46.3	49.1	49.8	49.9	47.7	45.2	47.4	51.1	43.4	51.3

Q3. HOW IMPORTANT ..... IS WHEN USING A RECIPE

CAN PREPARE WELL IN ADVANCE

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	WEST	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	2277	285	1987	595	1394	749	530	698	306	1216	991	1153	655	1127	353	1102
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	29	2	27	4	11	21	8	11	1	19	9	11	3	7	9	9
	1.3	0.7	1.4	0.7	0.8	2.8	1.5	1.6	0.3	1.6	0.9	1.0	0.5	0.6	2.5	0.8
BASE	2248	283	1960	591	1383	728	522	687	305	1197	982	1142	652	1120	344	1093
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
VERY IMPORTANT	564	34	528	91	331	270	132	165	89	323	223	278	154	266	87	290
	25.1	12.0	26.9	15.4	23.9	37.1	25.3	24.0	29.2	27.0	22.7	24.3	23.6	23.8	25.3	26.5
SOMEWHAT IMPORTANT	1031	126	905	293	657	316	234	327	120	530	464	519	297	508	154	492
	45.9	44.5	46.2	49.6	47.5	43.4	44.8	47.6	39.3	44.3	47.3	45.4	45.6	45.4	44.8	45.0
NOT VERY IMPORTANT	540	104	433	177	329	113	125	162	82	280	248	296	170	287	84	259
	24.0	36.7	22.1	29.9	23.8	15.5	23.9	23.6	26.9	23.4	25.3	25.9	26.1	25.6	24.4	23.7
NOT AT ALL IMPORTANT	113	19	94	30	66	29	31	33	14	64	47	49	31	59	19	52
	5.0	6.7	4.8	5.1	4.8	4.0	5.9	4.8	4.6	5.3	4.8	4.3	4.8	5.3	5.5	4.8

[redacted] 24

Q3. HOW IMPORTANT ..... IS WHEN USING A RECIPE

INTERESTING ENOUGH FOR ENTERTAINING

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE GRAD	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	WEST	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	2277 100.0	285 100.0	1987 100.0	595 100.0	1394 100.0	749 100.0	530 100.0	698 100.0	306 100.0	1216 100.0	991 100.0	1153 100.0	655 100.0	1127 100.0	353 100.0	1102 100.0
NO ANSWER	24 1.1	3 1.1	21 1.1	1 0.2	7 0.5	19 2.5	10 1.9	1 0.1	5 1.6	20 1.6	4 0.4	6 0.5	2 0.3	3 0.3	9 2.5	7 0.6
BASE	2253 100.0	282 100.0	1966 100.0	594 100.0	1387 100.0	730 100.0	520 100.0	697 100.0	301 100.0	1196 100.0	987 100.0	1147 100.0	653 100.0	1124 100.0	344 100.0	1095 100.0
VERY IMPORTANT	1156 51.3	116 41.1	1039 52.8	284 47.8	715 51.6	416 57.0	264 50.8	358 51.4	160 53.2	618 51.7	496 50.5	598 52.1	324 49.6	589 52.4	167 48.5	593 54.2
SOMEWHAT IMPORTANT	925 41.1	128 45.4	794 40.4	267 44.9	575 41.5	273 37.4	213 41.0	286 41.0	110 36.5	491 41.1	409 41.4	462 40.3	276 42.3	464 41.3	147 42.7	435 39.7
NOT VERY IMPORTANT	134 5.9	28 9.9	106 5.4	38 6.4	81 5.8	29 4.0	32 6.2	44 6.3	24 8.0	68 5.7	64 6.5	71 6.2	44 6.7	51 4.5	24 7.0	56 5.1
NOT AT ALL IMPORTANT	38 1.7	10 3.5	27 1.4	5 0.8	16 1.2	12 1.6	11 2.1	9 1.3	7 2.3	19 1.6	16 1.6	16 1.4	9 1.4	20 1.8	6 1.7	11 1.0

Q3. HOW IMPORTANT ..... IS WHEN USING A RECIPE

ADAPTIONS FOR MICROWAVE COOKING

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	WEST	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	2277	285	1987	595	1394	749	530	696	306	1216	991	1153	655	1127	353	1102
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	63	8	55	1	11	49	20	14	11	46	10	14	8	18	22	13
	2.8	2.8	2.8	0.2	0.8	6.5	3.8	2.0	3.6	3.8	1.0	1.2	1.2	1.6	6.2	1.2
BASE	2214	277	1932	594	1383	700	510	684	295	1170	981	1139	647	1109	331	1089
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
VERY IMPORTANT	283	24	259	56	178	112	38	107	34	151	116	160	101	124	38	139
	12.8	8.7	13.4	9.4	12.9	16.0	7.5	15.6	11.5	12.9	11.8	14.0	15.6	11.2	11.5	12.8
SOMEWHAT IMPORTANT	398	39	358	89	286	112	58	129	63	164	222	213	135	179	25	247
	18.0	14.1	18.5	15.0	20.7	16.0	11.4	18.9	21.4	14.0	22.6	18.7	20.9	16.1	7.6	22.7
NOT VERY IMPORTANT	376	57	319	106	238	102	63	127	47	185	184	180	91	190	55	198
	17.0	20.6	16.5	17.8	17.2	14.6	12.4	18.6	15.9	15.8	18.8	15.8	14.1	17.1	16.6	18.2
NOT AT ALL IMPORTANT	1157	157	996	343	681	374	351	321	151	670	459	586	320	616	213	505
	52.3	56.7	51.6	57.7	49.2	53.4	68.8	46.9	51.2	57.3	46.8	51.4	49.5	55.5	64.4	46.4

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Q3. HOW IMPORTANT ..... IS WHEN USING A RECIPE

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			FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-	INCOME	
	TOTAL	MALE	TOTAL	18-34	25-54	50+	NORTH EAST	WEST	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	LEGE GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	2277	285	1987	595	1394	749	530	698	306	1216	991	1153	655	1127	353	1102
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	35	5	30	3	9	25	5	12	4	29	5	10	5	8	9	10
	1.5	1.8	1.5	0.5	0.6	3.3	0.9	1.7	1.3	2.4	0.5	0.9	0.8	0.7	2.5	0.9
BASE	2242	280	1957	592	1385	724	525	686	302	1187	986	1143	650	1119	344	1092
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
VERY IMPORTANT	275	22	252	49	143	136	56	91	39	173	89	139	80	110	75	90
	12.3	7.9	12.9	8.3	10.3	18.8	10.7	13.3	12.9	14.6	9.0	12.2	12.3	9.8	21.8	8.2
SOMEWHAT IMPORTANT	725	79	644	181	438	255	148	235	94	376	321	376	204	343	124	345
	32.3	28.2	32.9	30.6	31.6	35.2	28.2	34.3	31.1	31.7	32.6	32.9	31.4	30.7	36.0	31.6
NOT VERY IMPORTANT	865	115	748	257	571	244	210	256	119	415	429	441	250	452	97	452
	38.6	41.1	38.2	43.4	41.2	33.7	40.0	37.3	39.4	35.0	43.5	38.6	38.5	40.4	28.2	41.4
NOT AT ALL IMPORTANT	377	64	313	105	233	89	111	104	50	223	147	187	116	214	48	205
	16.8	22.9	16.0	17.7	16.8	12.3	21.1	15.2	16.6	18.8	14.9	16.4	17.8	19.1	14.0	18.8

BON APPETIT SUBSCRIBER PANEL STUDY NO. [redacted] 27

Q3. HOW IMPORTANT ..... IS WHEN USING A RECIPE

APPEALS TO ENTIRE FAMILY

			FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
	TOTAL	MALE	TOTAL	18-34	25-54	50+	NORTH EAST	WEST	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	2277	285	1987	595	1394	749	530	698	306	1216	991	1153	655	1127	353	1102
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	33	8	25	1	3	22	12	7	7	29	3	6	3	4	14	6
	1.4	2.8	1.3	0.2	0.2	2.9	2.3	1.0	2.3	2.4	0.3	0.5	0.5	0.4	4.0	0.5
BASE	2244	277	1962	594	1391	727	518	691	299	1187	988	1147	652	1123	339	1096
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
VERY IMPORTANT	1011	90	920	231	598	405	219	307	141	532	451	513	299	431	163	451
	45.1	32.5	46.9	38.9	43.0	55.7	42.3	44.4	47.2	44.8	45.6	44.7	45.9	38.4	48.1	41.1
SOMEWHAT IMPORTANT	834	106	724	242	538	224	196	260	117	383	425	410	214	436	107	454
	37.2	38.3	36.9	40.7	38.7	30.8	37.8	37.6	39.1	32.3	43.0	35.7	32.8	38.8	31.6	41.4
NOT VERY IMPORTANT	244	43	201	76	171	54	66	69	25	147	90	142	79	151	40	122
	10.9	15.5	10.2	12.8	12.3	7.4	12.7	10.0	8.4	12.4	9.1	12.4	12.1	13.4	11.8	11.1
NOT AT ALL IMPORTANT	155	38	117	45	84	44	37	55	16	125	22	82	60	105	29	69
	6.9	13.7	6.0	7.6	6.0	6.1	7.1	8.0	5.4	10.5	2.2	7.1	9.2	9.3	8.6	6.3

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Q3. HOW IMPORTANT ..... IS WHEN USING A RECIPE

ADAPTABLE FOR ONE OR TWO SERVINGS

			FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
	TOTAL	MALE	TOTAL	18-34	25-54	50+	NORTH EAST	WEST	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	2277	285	1987	595	1394	749	530	698	306	1216	991	1153	655	1127	353	1102
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	27	2	25	1	8	21	10	6	3	22	4	9	6	6	9	10
	1.2	0.7	1.3	0.2	0.6	2.8	1.9	0.9	1.0	1.8	0.4	0.8	0.9	0.5	2.5	0.9
BASE	2250	283	1962	594	1386	728	520	692	303	1194	987	1144	649	1121	344	1092
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
VERY IMPORTANT	529	62	466	144	249	234	121	160	67	407	99	273	156	250	150	169
	23.5	21.9	23.8	24.2	18.0	32.1	23.3	23.1	22.1	34.1	10.0	23.9	24.0	22.3	43.6	15.5
SOMEWHAT IMPORTANT	744	103	638	200	427	262	159	245	98	448	268	388	232	349	102	372
	33.1	36.4	32.5	33.7	30.8	36.0	30.6	35.4	32.3	37.5	27.2	33.9	35.7	31.1	29.7	34.1
NOT VERY IMPORTANT	598	78	519	159	421	155	156	172	86	233	352	303	169	321	60	337
	26.6	27.6	26.5	26.8	30.4	21.3	30.0	24.9	28.4	19.5	35.7	26.5	26.0	28.6	17.4	30.9
NOT AT ALL IMPORTANT	379	40	339	91	289	77	84	115	52	106	268	180	92	201	32	214
	16.8	14.1	17.3	15.3	20.9	10.6	16.2	16.6	17.2	8.9	27.2	15.7	14.2	17.9	9.3	19.6

Q3. HOW IMPORTANT ..... IS WHEN USING A RECIPE

CHEMICAL ANALYSIS GIVEN--CALORIES, FAT, PROTEIN, ETC.

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	WEST	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	2277	285	1987	595	1394	749	530	698	306	1216	991	1153	655	1127	353	1102
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	23	4	19	*	2	18	8	3	5	16	7	3	1	4	9	7
	1.0	1.4	1.0		0.1	2.4	1.5	0.4	1.6	1.3	0.7	0.3	0.2	0.4	2.5	0.6
BASE	2254	281	1968	595	1392	731	522	695	301	1200	984	1150	654	1123	344	1095
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
VERY IMPORTANT	426	30	396	104	242	186	90	128	60	251	157	236	132	176	77	175
	18.9	10.7	20.1	17.5	17.4	25.4	17.2	18.4	19.9	20.9	16.0	20.5	20.2	15.7	22.4	16.0
SOMEWHAT IMPORTANT	632	57	572	172	400	215	140	214	86	343	261	326	182	308	117	272
	28.0	20.3	29.1	28.9	28.7	29.8	26.8	30.8	28.6	28.6	26.5	28.3	27.8	27.4	34.0	24.8
NOT VERY IMPORTANT	659	95	563	202	425	176	167	194	84	338	306	339	196	347	89	352
	29.2	33.8	28.6	33.9	30.5	24.1	32.0	27.9	27.9	28.2	31.1	29.5	30.0	30.9	25.9	32.1
NOT AT ALL IMPORTANT	537	99	437	117	325	151	125	159	71	268	260	249	144	292	61	296
	23.8	35.2	22.2	19.7	23.3	20.7	23.9	22.9	23.6	22.3	26.4	21.7	22.0	26.0	17.7	27.0

Q3. HOW IMPORTANT ..... IS WHEN USING A RECIPE

ALTERNATE INGREDIENTS TO USE FOR SUBSTITUTION

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	WEST	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	2277	285	1987	595	1394	749	530	698	306	1216	991	1153	655	1127	353	1102
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	39	5	34	3	7	29	8	14	7	33	5	10	6	8	15	11
	1.7	1.8	1.7	0.5	0.5	3.9	1.5	2.0	2.3	2.7	0.5	0.9	0.9	0.7	4.2	1.0
BASE	2238	280	1953	592	1387	720	522	684	299	1183	986	1143	649	1119	338	1091
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
VERY IMPORTANT	434	54	380	111	240	168	110	137	54	240	165	226	117	188	94	169
	19.4	19.3	19.5	18.8	17.3	23.3	21.1	20.0	18.1	20.3	16.7	19.8	18.0	16.8	27.8	15.5
SOMEWHAT IMPORTANT	918	101	815	264	591	292	216	265	125	477	416	477	277	434	147	423
	41.0	36.1	41.7	44.6	42.6	40.6	41.4	38.7	41.8	40.3	42.2	41.7	42.7	38.8	43.5	38.8
NOT VERY IMPORTANT	637	88	547	168	403	183	145	198	93	338	288	326	187	361	79	348
	28.5	31.4	28.0	28.4	29.1	25.4	27.8	28.9	31.1	28.6	29.2	28.5	28.8	32.3	23.4	31.9
NOT AT ALL IMPORTANT	249	37	211	49	153	77	51	84	27	128	117	114	68	136	18	151
	11.1	13.2	10.8	8.3	11.0	10.7	9.8	12.3	9.0	10.8	11.9	10.0	10.5	12.2	5.3	13.8

Q3. HOW IMPORTANT ..... IS WHEN USING A RECIPE

SERVING SUGGESTIONS TO USE WITH MAIN DISH

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	WEST	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	2277	285	1987	595	1394	749	530	698	306	1216	991	1153	655	1127	353	1102
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	27	3	24	3	6	20	11	5	4	20	5	6	4	8	9	11
	1.2	1.1	1.2	0.5	0.4	2.7	2.1	0.7	1.3	1.6	0.5	0.5	0.6	0.7	2.5	1.0
BASE	2250	282	1963	592	1388	729	519	693	302	1196	986	1147	651	1119	344	1091
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
VERY IMPORTANT	542	49	492	128	320	211	122	163	62	284	235	284	141	238	99	237
	24.1	17.4	25.1	21.6	23.1	28.9	23.5	23.5	20.5	23.7	23.8	24.8	21.7	21.3	28.8	21.7
SOMEWHAT IMPORTANT	980	126	853	274	614	306	224	292	150	531	420	492	286	486	154	461
	43.6	44.7	43.5	46.3	44.2	42.0	43.2	42.1	49.7	44.4	42.6	42.9	43.9	43.4	44.8	42.3
NOT VERY IMPORTANT	537	79	456	148	341	149	124	169	73	283	242	281	176	288	65	285
	23.9	28.0	23.2	25.0	24.6	20.4	23.9	24.4	24.2	23.7	24.5	24.5	27.0	25.7	18.9	26.1
NOT AT ALL IMPORTANT	191	28	162	42	113	63	49	69	17	98	89	90	48	107	26	108
	8.5	9.9	8.3	7.1	8.1	8.6	9.4	10.0	5.6	8.2	9.0	7.8	7.4	9.6	7.6	9.9

Q3. HOW IMPORTANT ..... IS WHEN USING A RECIPE

NUTRITIONALLY HEALTHFUL

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE GRAD	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	WEST	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	2277	285	1987	595	1394	749	530	698	306	1216	991	1153	655	1127	353	1102
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	20	3	17	2	4	13	5	6	4	17	3	7	1	5	6	3
	0.9	1.1	0.9	0.3	0.3	1.7	0.9	0.9	1.3	1.4	0.3	0.6	0.2	0.4	1.7	0.3
BASE	2257	282	1970	593	1390	736	525	692	302	1199	986	1146	654	1122	347	1099
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
VERY IMPORTANT	1032	93	938	281	643	363	235	352	129	551	447	541	289	489	199	455
	45.7	33.0	47.6	47.4	46.3	49.3	44.8	50.9	42.7	46.0	45.2	47.2	44.2	43.6	57.3	41.4
SOMEWHAT IMPORTANT	879	110	766	246	573	256	199	251	131	449	404	461	273	446	107	447
	38.9	39.0	38.9	41.5	41.2	34.8	37.9	36.3	43.4	37.4	40.9	40.2	41.7	39.8	30.8	40.7
NOT VERY IMPORTANT	257	60	196	52	126	83	64	69	30	149	101	107	64	144	31	148
	11.4	21.3	9.9	8.8	9.1	11.3	12.2	10.0	9.9	12.4	10.2	9.3	9.8	12.8	8.9	13.5
NOT AT ALL IMPORTANT	89	19	70	14	48	34	27	20	12	50	36	37	28	43	10	49
	3.9	6.7	3.6	2.4	3.5	4.6	5.1	2.9	4.0	4.2	3.6	3.2	4.3	3.8	2.9	4.5

Q3. HOW IMPORTANT ..... IS WHEN USING A RECIPE

GIVES TABLE SETTING SUGGESTIONS

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	WEST	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	2277	285	1987	595	1394	749	530	698	306	1216	991	1153	655	1127	353	1102
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	24	4	20	1	3	19	8	6	4	22	2	4	2	5	9	7
	1.1	1.4	1.0	0.2	0.2	2.5	1.5	0.9	1.3	1.8	0.2	0.3	0.3	0.4	2.5	0.6
BASE	2253	281	1967	594	1391	730	522	692	302	1194	989	1149	653	1122	344	1095
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
VERY IMPORTANT	180	9	171	38	107	81	36	56	21	85	84	93	47	68	34	78
	8.0	3.2	8.7	6.4	7.7	11.1	6.9	8.1	7.0	7.1	8.5	8.1	7.2	6.1	9.9	7.1
SOMEWHAT IMPORTANT	550	55	494	120	335	216	120	178	80	307	226	290	167	221	85	255
	24.4	19.6	25.1	20.2	24.1	29.9	23.0	25.7	26.5	25.7	22.9	25.2	25.6	19.7	24.7	23.3
NOT VERY IMPORTANT	802	106	694	239	501	237	176	238	103	432	344	417	224	419	136	386
	35.6	37.7	35.3	40.2	36.0	32.5	33.7	34.4	34.1	36.2	34.8	36.3	34.3	37.3	39.5	35.3
NOT AT ALL IMPORTANT	721	111	608	197	448	194	190	220	98	370	335	349	215	414	89	376
	32.0	39.5	30.9	33.2	32.2	26.6	36.4	31.8	32.5	31.0	33.9	30.4	32.9	36.9	25.9	34.3

Q4. OWNERSHIP/PURCHASE INTENTION

CONVECTION OVEN

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	WEST	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	2277	285	1987	595	1394	749	530	698	306	1216	991	1153	655	1127	353	1102
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	165	21	144	22	65	81	41	45	29	92	63	67	34	64	40	71
	7.2	7.4	7.2	3.7	4.7	10.8	7.7	6.4	9.5	7.6	6.4	5.8	5.2	5.7	11.3	6.4
BASE	2112	264	1843	573	1329	668	489	653	277	1124	928	1086	621	1063	313	1031
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
OWN	223	19	203	49	133	91	47	70	40	121	92	117	63	99	39	118
	10.6	7.2	11.0	8.6	10.0	13.6	9.6	10.7	14.4	10.8	9.9	10.8	10.1	9.3	12.5	11.4
OBTAINED IN PAST 6 MOS.	26	2	24	4	16	13	2	9	5	14	11	12	8	10	1	13
	1.2	0.8	1.3	0.7	1.2	1.9	0.4	1.4	1.8	1.2	1.2	1.1	1.3	0.9	0.3	1.3
INTEND TO UPGRADE	19	2	17	2	13	9	4	6	3	11	7	11	5	9	5	8
	0.9	0.8	0.9	0.3	1.0	1.3	0.8	1.2	1.1	1.0	0.8	1.0	0.8	0.8	1.6	0.8
HOW OFTEN USED																
OFTEN	116	8	107	29	70	47	23	29	23	64	49	60	35	54	18	65
	5.5	3.0	5.8	5.1	5.3	7.0	4.7	4.4	8.3	5.7	5.3	5.5	5.6	5.1	5.8	6.3
SOMETIMES	29	6	23	7	17	6	5	11	7	11	17	16	10	14	4	21
	1.4	2.3	1.2	1.2	1.3	0.9	1.0	1.7	2.5	1.0	1.8	1.5	1.6	1.3	1.3	2.0
HARDLY EVER	13	1	12	4	8	4	3	6	1	9	4	5	1	6	4	6
	0.6	0.4	0.7	0.7	0.6	0.6	0.6	0.9	0.4	0.8	0.4	0.5	0.2	0.6	1.3	0.6
OWN,BUT NO ANSWER	65	4	61	9	38	34	16	24	9	37	22	36	17	25	13	26
	3.1	1.5	3.3	1.6	2.9	5.1	3.3	3.7	3.2	3.3	2.4	3.3	2.7	2.4	4.2	2.5
DO NOT OWN	1889	245	1640	524	1196	577	442	583	237	1003	836	969	558	964	274	913
	89.4	92.8	89.0	91.4	90.0	86.4	90.4	89.3	85.6	89.2	90.1	89.2	89.9	90.7	87.5	88.6
PURCHASE INTENT																
INTEND TO BUY	115	20	94	24	67	39	15	43	18	60	50	64	38	53	19	51
	5.4	7.6	5.1	4.2	5.0	5.8	3.1	6.6	6.5	5.3	5.4	5.9	6.1	5.0	6.1	4.9
MIGHT OR MIGHT NOT BUY	799	109	690	235	518	235	173	265	88	442	336	421	253	420	121	390
	37.8	41.3	37.4	41.0	39.0	35.2	35.4	40.6	31.8	39.3	36.2	38.8	40.7	39.5	38.7	37.8

[redacted]

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	WEST	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
NEVER INTEND TO BUY	985 46.6	116 43.9	866 47.0	266 46.4	617 46.4	309 46.3	254 51.9	278 42.6	132 47.7	505 44.9	456 49.1	492 45.3	272 43.8	497 46.8	135 43.1	476 46.2
INTEND TO BUY IN 6 MOS.	33 1.6	3 1.1	30 1.6	9 1.6	20 1.5	16 2.4	3 0.6	9 1.4	3 1.1	19 1.7	13 1.4	21 1.9	12 1.9	18 1.7	6 1.9	15 1.5

Q4. OWNERSHIP/PURCHASE INTENTION

FOOD PROCESSOR

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE GRAD	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	WEST	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	2277	285	1987	595	1394	749	530	698	306	1216	991	1153	655	1127	353	1102
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	78	14	64	3	27	42	19	21	15	44	26	30	10	20	22	28
	3.4	4.9	3.2	0.5	1.9	5.6	3.6	3.0	4.9	3.6	2.6	2.6	1.5	1.8	6.2	2.5
BASE	2199	271	1923	592	1367	707	511	677	291	1172	965	1123	645	1107	331	1074
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
OWN	1280	166	1113	314	819	406	274	410	186	638	605	630	363	653	125	737
	58.2	61.3	57.9	53.0	59.9	57.4	53.6	60.6	63.9	54.4	62.7	56.1	56.3	59.0	37.8	68.6
OBTAINED IN PAST 6 MOS.	127	16	111	49	87	27	24	43	17	65	53	69	41	72	17	37
	5.8	5.9	5.8	8.3	6.4	3.8	4.7	6.4	5.8	5.5	5.5	6.1	6.4	6.5	5.1	5.3
INTEND TO UPGRADE	72	12	60	22	40	25	16	20	7	42	27	32	19	40	10	37
	3.3	4.4	3.1	3.7	2.9	3.5	3.1	3.0	2.4	3.6	2.8	2.8	2.9	3.6	3.0	3.4
HOW OFTEN USED																
OFTEN	662	69	593	175	461	196	146	212	91	290	355	331	179	365	55	411
	30.1	25.5	30.8	29.6	33.7	27.7	28.6	31.3	31.3	24.7	36.8	29.5	27.8	33.0	16.6	38.3
SOMETIMES	352	59	293	86	206	112	81	100	59	191	153	170	110	174	40	187
	16.0	21.8	15.2	14.5	15.1	15.8	15.9	14.8	20.3	16.3	15.9	15.1	17.1	15.7	12.1	17.4
HARDLY EVER	67	11	56	17	43	19	9	27	5	40	27	35	18	34	5	37
	3.0	4.1	2.9	2.9	3.1	2.7	1.8	4.0	1.7	3.4	2.8	3.1	2.8	3.1	1.5	3.4
OWN,BUT NO ANSWER	199	27	171	36	109	79	38	71	31	117	76	94	56	80	25	102
	9.0	10.0	8.9	6.1	8.0	11.2	7.4	10.5	10.7	10.0	7.3	8.4	8.7	7.2	7.6	9.5
DO NOT OWN	919	105	810	278	548	301	237	267	105	534	360	493	282	454	206	337
	41.8	38.7	42.1	47.0	40.1	42.6	46.4	39.4	36.1	45.6	37.3	43.9	43.7	41.0	62.2	31.4
PURCHASE INTENT																
INTEND TO BUY	312	42	268	136	210	59	87	90	39	174	129	193	111	165	73	114
	14.2	15.5	13.9	23.0	15.4	8.3	17.0	13.3	13.4	14.8	13.4	17.2	17.2	14.9	22.1	10.6
MIGHT OR MIGHT NOT BUY	438	44	392	119	261	150	116	124	43	245	179	233	128	216	96	159
	19.9	16.2	20.4	20.1	19.1	21.2	22.7	18.3	14.8	20.9	18.5	20.7	19.8	19.5	29.0	14.8

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE GRAD	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	WEST	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	OR BETTER	20,000 OR LESS	35,000 OR MORE
NEVER INTEND TO BUY	170	19	151	24	78	92	35	53	23	115	53	68	43	73	38	64
	7.7	7.0	7.9	4.1	5.7	13.0	6.8	7.8	7.9	9.8	5.5	6.1	6.7	6.6	11.5	6.0
INTEND TO BUY IN 6 MOS.	65	9	56	28	44	14	26	18	6	35	29	39	26	37	12	33
	3.0	3.3	2.9	4.7	3.2	2.0	5.1	2.7	2.1	3.0	3.0	3.5	4.0	3.3	3.6	3.1

Q4. OWNERSHIP/PURCHASE INTENTION

COFFEE GRINDER

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	WEST	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	2277	285	1987	595	1394	749	530	698	306	1216	991	1153	655	1127	353	1102
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	176	22	154	20	68	90	39	44	37	98	64	60	27	69	38	75
	7.7	7.7	7.8	3.4	4.9	12.0	7.4	6.3	12.1	8.1	6.5	5.2	4.1	6.1	10.8	6.8
BASE	2101	263	1833	575	1326	659	491	654	269	1118	927	1093	628	1058	315	1027
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
OWN	414	48	365	113	270	133	92	177	48	224	174	229	140	226	52	230
	19.7	18.3	19.9	19.7	20.4	20.2	18.7	27.1	17.8	20.0	18.8	21.0	22.3	21.4	16.5	22.4
OBTAINED IN PAST 6 MOS.	12	5	7	1	6	1	1	6	*	6	6	3	1	4	2	6
	0.6	1.9	0.4	0.2	0.5	0.2	0.2	0.9		0.5	0.6	0.3	0.2	0.4	0.6	0.6
INTEND TO UPGRADE	6	*	6	4	4	1	*	4	2	6	*	6	2	4	2	1
	0.3		0.3	0.7	0.3	0.2		0.6	0.7	0.5		0.5	0.3	0.4	0.6	0.1
HOW OFTEN USED																
OFTEN	131	18	113	51	93	28	30	62	14	79	49	81	53	82	13	75
	6.2	6.8	6.2	8.9	7.0	4.2	6.1	9.5	5.2	7.1	5.3	7.4	8.4	7.8	4.1	7.3
SOMETIMES	96	10	86	28	61	34	20	34	13	44	48	48	35	56	10	55
	4.6	3.8	4.7	4.9	4.6	5.2	4.1	5.2	4.8	3.9	5.2	4.4	5.6	5.3	3.2	5.4
HARDLY EVER	97	11	86	19	62	33	15	43	14	46	49	49	25	48	12	57
	4.6	4.2	4.7	3.3	4.7	5.0	3.1	6.6	5.2	4.1	5.3	4.5	4.0	4.5	3.8	5.6
OWN,BUT NO ANSWER	90	9	80	15	54	38	27	38	7	55	28	51	27	40	17	43
	4.3	3.4	4.4	2.6	4.1	5.8	5.5	5.8	2.6	4.9	3.0	4.7	4.3	3.8	5.4	4.2
DO NOT OWN	1687	215	1468	462	1056	526	399	477	221	894	753	864	488	832	263	797
	80.3	81.7	80.1	80.3	79.6	79.8	81.3	72.9	82.2	80.0	81.2	79.0	77.7	78.6	83.5	77.6
PURCHASE INTENT																
INTEND TO BUY	110	12	98	49	74	21	28	34	12	65	40	69	42	52	25	46
	5.2	4.6	5.3	8.5	5.6	3.2	5.7	5.2	4.5	5.8	4.3	6.3	6.7	4.9	7.9	4.5
MIGHT OR MIGHT NOT BUY	332	54	278	120	219	71	77	105	55	186	135	177	92	184	46	161
	15.8	20.5	15.2	20.9	16.5	10.8	15.7	16.1	20.4	16.6	14.6	16.2	14.6	17.4	14.6	15.7

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	WEST	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
NEVER INTEND TO BUY	1246	150	1092	293	763	434	294	338	155	644	578	618	354	597	192	591
	59.3	57.0	59.6	51.0	57.5	65.9	59.9	51.7	57.6	57.6	62.4	56.5	56.4	56.4	61.0	57.5
INTEND TO BUY IN 6 MOS.	25	5	20	8	14	6	2	11	1	15	9	13	9	10	3	16
	1.2	1.9	1.1	1.4	1.1	0.9	0.4	1.7	0.4	1.3	1.0	1.2	1.4	0.9	1.0	1.6

Q4. OWNERSHIP/PURCHASE INTENTION

MICROWAVE OVEN

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	WEST	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	2277	285	1987	595	1394	749	530	698	306	1216	991	1153	655	1127	353	1102
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	101	9	92	11	31	63	31	29	13	62	28	36	15	32	35	30
	4.4	3.2	4.6	1.8	2.2	8.4	5.8	4.2	4.2	5.1	2.8	3.1	2.3	2.8	9.9	2.7
BASE	2176	276	1895	584	1363	686	499	669	293	1154	963	1117	640	1095	318	1072
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
OWN	884	106	777	175	597	274	118	313	122	408	450	446	274	419	59	539
	40.6	38.4	41.0	30.0	43.8	39.9	23.6	46.8	41.6	35.4	46.7	39.9	42.8	38.3	18.6	50.3
OBTAINED IN PAST 6 MOS.	91	6	85	21	66	30	14	25	13	45	45	52	36	36	7	54
	4.2	2.2	4.5	3.6	4.8	4.4	2.8	3.7	4.4	3.9	4.7	4.7	5.6	3.3	2.2	5.0
INTEND TO UPGRADE	55	14	41	10	31	19	4	18	11	32	21	25	14	25	5	34
	2.5	5.1	2.2	1.7	2.3	2.8	0.8	2.7	3.6	2.8	2.2	2.2	2.2	2.3	1.6	3.2
HOW OFTEN USED																
OFTEN	605	72	533	135	426	163	83	215	80	263	323	310	195	305	35	380
	27.8	26.1	28.1	23.1	31.3	23.8	16.6	32.1	27.3	22.8	33.5	27.8	30.5	27.9	11.0	35.4
SOMETIMES	111	12	99	19	72	40	17	36	13	59	51	52	29	51	7	68
	5.1	4.3	5.2	3.3	5.3	5.8	3.4	5.4	4.4	5.1	5.3	4.7	4.5	4.7	2.2	6.3
HARDLY EVER	21	4	17	5	11	8	2	9	7	10	9	7	4	7	3	9
	1.0	1.4	0.9	0.9	0.8	1.2	0.4	1.3	2.4	0.9	0.9	0.6	0.6	0.6	0.9	0.8
OWN, BUT NO ANSWER	147	18	128	16	88	63	16	53	22	76	67	77	46	56	14	82
	6.8	6.5	6.8	2.7	6.5	9.2	3.2	7.9	7.5	6.6	7.0	6.9	7.2	5.1	4.4	7.6
DO NOT OWN	1292	170	1118	409	766	412	381	356	171	746	513	671	366	676	259	533
	59.4	61.6	59.0	70.0	56.2	60.1	76.4	53.2	58.4	64.6	53.3	60.1	57.2	61.7	81.4	49.7
PURCHASE INTENT																
INTEND TO BUY	317	45	270	135	225	56	68	96	41	161	149	184	105	158	55	141
	14.6	16.3	14.2	23.1	16.5	8.2	13.6	14.3	14.0	14.0	15.5	16.5	16.4	14.4	17.3	13.2
MIGHT OR MIGHT NOT BUY	527	67	458	162	318	171	168	126	73	301	214	293	158	293	99	217
	24.2	24.3	24.2	27.7	23.3	24.9	33.7	18.8	24.9	26.1	22.2	26.2	24.7	26.8	31.1	20.2

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE GRAD OR BETTER	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	WEST	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000		20,000 OR LESS	35,000 OR MORE
NEVER INTEND TO BUY	449	58	391	112	224	186	145	134	58	285	150	195	104	226	105	175
	20.6	21.0	20.6	19.2	16.4	27.1	29.1	20.0	19.8	24.7	15.6	17.5	16.2	20.6	33.0	16.3
INTEND TO BUY IN 6 MOS.	68	5	63	29	52	15	13	22	7	37	30	41	22	32	9	38
	3.1	1.8	3.3	5.0	3.8	2.2	2.6	3.3	2.4	3.2	3.1	3.7	3.4	2.9	2.8	3.5

Q4. OWNERSHIP/PURCHASE INTENTION

SEAL-A-MEAL

	TOTAL	MALE	FEMALE	18-34	25-54	50+	AREA: NORTH EAST	AREA: WEST	AREA: SOUTH EAST	HOUSEHOLD SIZE: 2 OR LESS	HOUSEHOLD SIZE: 3 OR MORE	FEMALE-EMP.: TOTAL	FEMALE-EMP.: FULL TIME/ 20,000	COL-LEGE GRAD OR BETTER	INCOME: 20,000 OR LESS	INCOME: 35,000 OR MORE
TOTAL RESPONDENTS	2277	285	1987	595	1394	749	530	698	306	1216	991	1153	655	1127	353	1102
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	147	21	126	14	55	80	32	31	28	78	57	53	22	52	40	58
	6.5	7.4	6.3	2.4	3.9	10.7	6.0	4.4	9.2	6.4	5.8	4.6	3.4	4.6	11.3	5.3
BASE	2130	264	1861	581	1339	669	498	667	278	1138	934	1100	633	1075	313	1044
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
OWN	502	46	454	107	302	189	101	181	75	263	225	263	153	222	69	270
	23.6	17.4	24.4	18.4	22.6	28.3	20.3	27.1	27.0	23.1	24.1	23.9	24.2	20.7	22.0	25.9
OBTAINED IN PAST 6 MOS.	11	1	10	4	7	4	2	4	*	9	2	6	6	7	*	7
	0.5	0.4	0.5	0.7	0.5	0.6	0.4	0.6		0.8	0.2	0.5	0.9	0.7		0.7
INTEND TO UPGRADE	11	1	10	2	7	5	2	4	*	6	5	6	3	3	1	6
	0.5	0.4	0.5	0.3	0.5	0.7	0.4	0.6		0.5	0.5	0.5	0.5	0.3	0.3	0.6
HOW OFTEN USED																
OFTEN	98	12	86	16	54	42	20	35	13	47	44	50	34	40	14	56
	4.6	4.5	4.6	2.8	4.0	6.3	4.0	5.2	4.7	4.1	4.7	4.5	5.4	3.7	4.5	5.4
SOMETIMES	180	13	166	37	110	73	35	62	25	92	86	102	62	91	19	103
	8.5	4.9	8.9	6.4	8.2	10.9	7.0	9.3	9.0	8.1	9.2	9.3	9.8	8.5	6.1	9.9
HARDLY EVER	129	12	117	39	86	31	28	48	19	63	65	65	35	60	18	67
	6.1	4.5	6.3	6.7	6.4	4.6	5.6	7.2	6.8	5.5	7.0	5.9	5.5	5.6	5.8	6.4
OWN, BUT NO ANSWER	95	9	85	15	52	43	18	36	18	61	30	46	22	31	18	44
	4.5	3.4	4.6	2.6	3.9	6.4	3.6	5.4	6.5	5.4	3.2	4.2	3.5	2.9	5.8	4.2
DO NOT OWN	1628	218	1407	474	1037	480	397	486	203	875	709	837	480	853	244	774
	76.4	82.6	75.6	81.6	77.4	71.7	79.7	72.9	73.0	76.9	75.9	76.1	75.8	79.3	78.0	74.1
PURCHASE INTENT																
INTEND TO BUY	110	16	92	32	71	29	24	39	14	57	49	51	28	58	22	38
	5.2	6.1	4.9	5.5	5.3	4.3	4.8	5.8	5.0	5.0	5.2	4.6	4.4	5.4	7.0	3.6
MIGHT OR MIGHT NOT BUY	414	43	371	140	288	115	96	120	54	216	189	225	128	204	68	190
	19.4	16.3	19.9	24.1	21.5	17.2	19.3	18.0	19.4	19.0	20.2	20.5	20.2	19.0	21.7	18.2

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE GRAD OR BETTER	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	WEST	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000		2 ,000 OR LESS	35,000 OR MORE
NEVER INTEND TO BUY	1104	159	944	302	678	336	277	327	135	602	471	561	324	591	154	546
	51.8	60.2	50.7	52.0	50.6	50.2	55.6	49.0	46.6	52.9	50.4	51.0	51.2	55.0	49.2	52.3
INTEND TO BUY IN 6 MOS.	26	3	23	10	21	7	7	9	1	13	12	12	5	13	5	8
	1.2	1.1	1.2	1.7	1.6	1.0	1.4	1.3	0.4	1.1	1.3	1.1	0.8	1.2	1.6	0.8

Q4. OWNERSHIP/PURCHASE INTENTION

YOGURT MAKER

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE GRAD OR BETTER	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	WEST	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000		20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	2277	285	1987	595	1394	749	530	698	306	1216	991	1153	655	1127	353	1102
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	162	20	142	18	59	93	36	40	33	94	58	57	27	52	41	72
	7.1	7.0	7.1	3.0	4.2	12.4	6.8	5.7	10.8	7.7	5.9	4.9	4.1	4.6	11.6	6.5
BASE	2115	265	1845	577	1335	656	494	658	273	1122	933	1096	628	1075	312	1030
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
OWN	316	37	278	96	198	99	69	110	34	174	135	167	89	184	51	158
	14.9	14.0	15.1	16.6	14.8	15.1	14.0	16.7	12.5	15.5	14.5	15.2	14.2	17.1	16.3	15.3
OBTAINED IN PAST 6 MOS.	9	*	9	4	7	1	2	3	1	3	6	5	3	5	1	5
	0.4		0.5	0.7	0.5	0.2	0.4	0.5	0.4	0.3	0.6	0.5	0.5	0.5	0.3	0.5
INTEND TO UPGRADE	10	3	7	1	5	3	3	3	1	6	4	4	1	3	1	8
	0.5	1.1	0.4	0.2	0.4	0.5	0.6	0.5	0.4	0.5	0.4	0.4	0.2	0.3	0.3	0.8
HOW OFTEN USED																
OFTEN	59	3	56	21	42	18	9	22	7	38	20	32	15	37	16	29
	2.8	1.1	3.0	3.6	3.1	2.7	1.8	3.3	2.6	3.4	2.1	2.9	2.4	3.4	5.1	2.8
SOMETIMES	88	10	78	32	60	21	24	26	7	42	45	50	28	54	15	37
	4.2	3.8	4.2	5.5	4.5	3.2	4.9	4.0	2.6	3.7	4.8	4.6	4.5	5.0	4.8	3.6
HARDLY EVER	118	19	98	32	66	38	29	44	12	61	52	57	34	67	9	67
	5.6	7.2	5.3	5.5	4.9	5.8	5.9	6.7	4.4	5.4	5.6	5.2	5.4	6.2	2.9	6.5
OWN,BUT NO ANSWER	51	5	46	11	30	22	7	18	8	33	18	28	12	26	11	25
	2.4	1.9	2.5	1.9	2.2	3.4	1.4	2.7	2.9	2.9	1.9	2.6	1.9	2.4	3.5	2.4
DO NOT OWN	1799	228	1567	481	1137	557	425	548	239	948	798	929	539	891	261	872
	85.1	86.0	84.9	83.4	85.2	84.9	86.0	83.3	87.5	84.5	85.5	84.8	85.8	82.9	83.7	84.7
PURCHASE INTENT																
INTEND TO BUY	70	7	63	29	51	16	14	24	4	35	33	44	19	39	19	26
	3.3	2.6	3.4	5.0	3.8	2.4	2.8	3.6	1.5	3.1	3.5	4.0	3.0	3.6	6.1	2.5
MIGHT OR MIGHT NOT BUY	278	37	240	103	187	54	66	90	36	142	127	161	99	150	44	129
	13.1	14.0	13.0	17.9	14.0	8.2	13.4	13.7	13.2	12.7	13.6	14.7	15.8	14.0	14.1	12.5

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	WEST	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
NEVER INTEND TO BUY	1452	184	1265	349	900	487	345	434	200	771	639	724	421	702	198	717
	68.7	69.4	68.6	60.5	67.4	74.2	69.8	66.0	73.3	68.7	68.5	66.1	67.0	65.3	63.5	69.6
INTEND TO BUY IN 6 MOS.	24	2	22	9	17	7	7	7	1	12	12	15	7	10	4	9
	1.1	0.8	1.2	1.6	1.3	1.1	1.4	1.1	0.4	1.1	1.3	1.4	1.1	0.9	1.3	0.9

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Q4. OWNERSHIP/PURCHASE INTENTION

ELECTRIC SMOKER OVEN

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	WEST	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS'	2277	285	1987	595	1394	749	530	698	306	1216	991	1153	655	1127	353	1102
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	222	25	196	32	94	113	54	58	41	129	78	98	48	84	46	94
	9.7	8.8	9.9	5.4	6.7	15.1	10.2	8.3	13.4	10.6	7.9	8.5	7.3	7.5	13.0	8.5
BASE	2055	260	1791	563	1300	636	476	640	265	1087	913	1055	607	1043	307	1008
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
OWN	124	19	104	18	64	58	13	49	22	69	51	44	26	48	15	70
	6.0	7.3	5.8	3.2	4.9	9.1	2.7	7.7	8.3	6.3	5.6	4.2	4.3	4.6	4.9	6.9
OBTAINED IN PAST 6 MOS.	4	4	*	*	*	*	*	2	*	3	1	*	*	3	1	1
	0.2	1.5						0.3		0.3	0.1			0.3	0.3	0.1
INTEND TO UPGRADE	3	1	2	1	1	*	*	1	*	*	2	*	*	*	*	3
	0.1	0.4	0.1	0.2	0.1			0.2			0.2					0.3
HOW OFTEN USED																
OFTEN	11	2	9	2	6	5	1	5	1	6	4	5	3	5	1	9
	0.5	0.8	0.5	0.4	0.5	0.8	0.2	0.8	0.4	0.6	0.4	0.5	0.5	0.5	0.3	0.9
SOMETIMES	46	8	37	6	23	20	2	21	7	23	22	15	10	15	7	20
	2.2	3.1	2.1	1.1	1.8	3.1	0.4	3.3	2.6	2.1	2.4	1.4	1.6	1.4	2.3	2.0
HARDLY EVER	31	4	27	6	15	16	5	10	5	16	14	9	5	14	3	19
	1.5	1.5	1.5	1.1	1.2	2.5	1.1	1.6	1.9	1.5	1.5	0.9	0.8	1.3	1.0	1.9
OWN, BUT NO ANSWER	36	5	31	4	20	17	5	13	9	24	11	15	8	14	4	22
	1.8	1.9	1.7	0.7	1.5	2.7	1.1	2.0	3.4	2.2	1.2	1.4	1.3	1.3	1.3	2.2
DO NOT OWN	1931	241	1687	545	1236	578	463	591	243	1018	862	1011	581	995	292	938
	94.0	92.7	94.2	96.8	95.1	90.9	97.3	92.3	91.7	93.7	94.4	95.8	95.7	95.4	95.1	93.1
PURCHASE INTENT																
INTEND TO BUY	57	9	48	21	35	18	11	18	7	33	22	30	16	34	14	22
	2.8	3.5	2.7	3.7	2.7	2.8	2.3	2.8	2.6	3.0	2.4	2.8	2.6	3.3	4.6	2.2
MIGHT OR MIGHT NOT BUY	300	50	249	78	192	78	50	92	49	161	125	155	95	153	40	163
	14.6	19.2	13.9	13.9	14.8	12.3	10.5	14.4	18.5	14.8	14.0	14.7	15.7	14.7	13.0	16.2

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			FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-	INCOME	
	TOTAL	MALE	TOTAL	18-34	25-54	50+	NORTH EAST	WEST	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	LEGE GRAD OR BETTER	2[illegible],000 OR LESS	35,000 OR MORE
NEVER INTEND TO BUY	1574	182	1390	446	1009	482	402	481	187	824	712	626	470	808	238	753
	76.6	70.0	77.6	79.2	77.6	75.8	84.5	75.2	70.6	75.8	78.0	78.3	77.4	77.5	77.5	74.7
INTEND TO BUY IN 6 MOS.	23	2	21	8	15	11	7	6	4	14	9	15	8	13	5	9
	1.1	0.8	1.2	1.4	1.2	1.7	1.5	0.9	1.5	1.3	1.0	1.4	1.3	1.2	1.6	0.9

Q4. OWNERSHIP/PURCHASE INTENTION

TOASTER OVEN

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	WEST	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	2277	285	1987	595	1394	749	530	698	306	1216	991	1153	655	1127	353	1102
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	106	16	90	13	43	54	18	33	22	60	38	42	22	37	20	55
	4.7	5.6	4.5	2.2	3.1	7.2	3.4	4.7	7.2	4.9	3.8	3.6	3.4	3.3	5.7	5.0
BASE	2171	269	1897	582	1351	695	512	665	284	1156	953	1111	633	1090	333	1047
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
OWN	1253	161	1089	333	742	448	335	345	181	686	528	603	355	638	192	602
	57.7	59.9	57.4	57.2	54.9	64.5	65.4	51.9	63.7	59.3	55.4	54.3	56.1	58.5	57.7	57.5
OBTAINED IN PAST 6 MOS.	53	10	43	8	27	20	18	14	11	34	17	26	16	30	11	24
	2.4	3.7	2.3	1.4	2.0	2.9	3.5	2.1	3.9	2.9	1.8	2.3	2.5	2.8	3.3	2.3
INTEND TO UPGRADE	66	4	62	19	42	25	16	24	13	38	27	30	19	31	9	35
	3.0	1.5	3.3	3.3	3.1	3.6	3.1	3.6	4.6	3.3	2.8	2.7	3.0	2.8	2.7	3.3
HOW OFTEN USED																
OFTEN	706	91	614	202	425	247	204	192	106	378	308	346	198	387	103	349
	32.5	33.8	32.4	34.7	31.5	35.5	39.8	28.9	37.3	32.7	32.3	31.1	31.3	35.5	30.9	33.3
SOMETIMES	191	27	162	52	113	65	54	38	30	104	75	90	51	92	34	76
	8.8	10.0	8.5	8.9	8.4	9.4	10.5	5.7	10.6	9.0	7.9	8.1	8.1	8.4	10.2	7.3
HARDLY EVER	124	18	106	36	82	32	23	37	12	58	66	59	43	63	13	67
	5.7	6.7	5.6	6.2	6.1	4.6	4.5	5.6	4.2	5.0	6.9	5.3	6.8	5.8	3.9	6.4
OWN,BUT NO ANSWER	232	25	207	43	122	104	54	78	33	146	79	108	63	96	42	110
	10.7	9.3	10.9	7.4	9.0	15.0	10.5	11.7	11.6	12.6	8.3	9.7	10.0	8.8	12.6	10.5
DO NOT OWN	918	108	808	249	609	247	177	320	103	470	425	508	278	452	141	445
	42.3	40.1	42.6	42.8	45.1	35.5	34.6	48.1	36.3	40.7	44.6	45.7	43.9	41.5	42.3	42.5
PURCHASE INTENT																
INTEND TO BUY	96	16	79	34	56	22	38	23	7	52	38	49	23	54	26	37
	4.4	5.9	4.2	5.8	4.1	3.2	7.4	3.5	2.5	4.5	4.0	4.4	3.6	5.0	7.8	3.5
MIGHT OR MIGHT NOT BUY	327	41	286	95	202	102	67	101	47	180	141	176	97	164	51	141
	15.1	15.2	15.1	16.3	15.0	14.7	13.1	15.2	16.5	15.6	14.8	15.8	15.3	15.0	15.3	13.5

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	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE GRAD	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	WEST	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	OR BETTER	20,000 OR LESS	35,000 OR MORE
NEVER INTEND TO BUY	496	52	443	120	351	123	72	197	49	239	246	283	158	235	64	267
	22.8	19.3	23.4	20.6	26.0	17.7	14.1	29.6	17.3	20.7	25.8	25.5	25.0	21.6	19.2	25.5
INTEND TO BUY IN 6 MOS..	25	5	20	6	15	7	15	5	*	16	9	11	5	12	6	12
	1.2	1.9	1.1	1.0	1.1	1.0	2.9	0.8		1.4	0.9	1.0	0.8	1.1	1.8	1.1

Q4. OWNERSHIP/PURCHASE INTENTION

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	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE GRAD OR BETTER	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	WEST	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000		20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	2277	285	1987	595	1394	749	530	698	306	1216	991	1153	655	1127	353	1102
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	119	16	103	15	46	64	25	31	27	66	44	42	22	40	23	50
	5.2	5.6	5.2	2.5	3.3	8.5	4.7	4.4	8.8	5.4	4.4	3.6	3.4	3.5	6.5	4.5
BASE	2158	269	1884	580	1348	685	505	667	279	1150	947	1111	633	1087	330	1052
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
OWN	1111	146	963	301	703	338	245	397	143	600	477	591	339	602	147	592
	51.5	54.3	51.1	51.9	52.2	49.3	48.5	59.5	51.3	52.2	50.4	53.2	53.6	55.4	44.5	56.3
OBTAINED IN PAST 6 MOS.	37	5	32	13	27	5	12	7	5	19	16	19	13	20	3	21
	1.7	1.9	1.7	2.2	2.0	0.7	2.4	1.0	1.8	1.7	1.7	1.7	2.1	1.8	0.9	2.0
INTEND TO UPGRADE	31	7	24	6	16	10	5	7	5	19	11	15	9	16	5	14
	1.4	2.6	1.3	1.0	1.2	1.5	1.0	1.0	1.8	1.7	1.2	1.4	1.4	1.5	1.5	1.3
HOW OFTEN USED																
OFTEN	305	41	263	96	201	61	58	124	37	164	130	161	85	178	54	146
	14.1	15.2	14.0	16.6	14.9	11.8	11.5	18.6	13.3	14.3	13.7	14.5	13.4	16.4	16.4	13.9
SOMETIMES	407	54	352	108	258	118	108	113	53	202	193	216	129	227	48	225
	18.9	20.1	18.7	18.6	19.1	17.2	21.4	16.9	19.0	17.6	20.4	19.4	20.4	20.9	14.5	21.4
HARDLY EVER	203	25	178	61	129	60	42	79	26	111	89	107	63	116	21	123
	9.4	9.3	9.4	10.5	9.6	8.8	8.3	11.8	9.3	9.7	9.4	9.6	10.0	10.7	6.4	11.7
OWN,BUT NO ANSWER	196	26	170	36	115	79	37	81	27	123	65	107	62	81	24	98
	9.1	9.7	9.0	6.2	8.5	11.5	7.3	12.1	9.7	10.7	6.9	9.6	9.8	7.5	7.3	9.3
DO NOT OWN	1047	123	921	279	645	347	260	270	136	550	470	520	294	485	183	460
	48.5	45.7	48.9	48.1	47.8	50.7	51.5	40.5	48.7	47.8	49.6	46.8	46.4	44.6	55.5	43.7
PURCHASE INTENT																
INTEND TO BUY	259	43	215	94	170	52	70	68	34	119	131	143	82	122	44	113
	12.0	16.0	11.4	16.2	12.6	7.6	13.9	10.2	12.2	10.3	13.8	12.9	13.0	11.2	13.3	10.7
MIGHT OR MIGHT NOT BUY	433	44	388	119	285	142	112	119	53	227	193	228	128	205	72	201
	20.1	16.4	20.6	20.5	21.1	20.7	22.2	17.8	19.0	19.7	20.4	20.5	20.2	18.9	21.8	19.1

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE GRAD	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	WEST	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	OR BETTER	20,000 OR LESS	35,000 OR MORE
NEVER INTEND TO BUY	357	36	320	68	191	153	79	84	49	205	147	150	84	159	68	147
	16.5	13.4	17.0	11.7	14.2	22.3	15.6	12.6	17.6	17.8	15.5	13.5	13.3	14.6	20.6	14.0
INTEND TO BUY IN 6 MOS.	57	9	48	20	38	12	21	10	9	28	28	36	17	27	11	26
	2.6	3.3	2.5	3.4	2.8	1.8	4.2	1.5	3.2	2.4	3.0	3.2	2.7	2.5	3.3	2.5

Q4. OWNERSHIP/PURCHASE INTENTION

FONDUE POT

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	WEST	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	2277	235	1987	595	1394	749	530	698	306	1216	991	1153	655	1127	353	1102
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	109	17	92	16	41	57	28	35	20	63	35	37	16	37	31	36
	4.8	6.0	4.6	2.7	2.9	7.6	5.3	5.0	6.5	5.2	3.5	3.2	2.4	3.3	8.8	3.3
BASE	2168	268	1895	579	1353	692	502	663	286	1153	956	1116	639	1090	322	1066
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
OWN	1448	158	1287	393	982	423	322	442	193	703	709	754	440	756	160	780
	66.8	59.0	67.9	67.9	72.6	61.1	64.1	66.7	67.5	61.0	74.2	67.6	68.9	69.4	49.7	73.2
OBTAINED IN PAST 6 MOS.	17	4	13	6	13	1	5	4	1	13	4	10	6	10	3	6
	0.8	1.5	0.7	1.0	1.0	0.1	1.0	0.6	0.3	1.1	0.4	0.9	0.9	0.9	0.9	0.6
INTEND TO UPGRADE	20	2	18	10	11	5	4	5	4	10	10	10	8	9	6	7
	0.9	0.7	0.9	1.7	0.8	0.7	0.8	0.8	1.4	0.9	1.0	0.9	1.3	0.8	1.9	0.7
HOW OFTEN USED																
OFTEN	79	9	69	23	52	22	21	23	10	35	42	42	23	36	13	30
	3.6	3.4	3.6	4.0	3.8	3.2	4.2	3.5	3.5	3.0	4.4	3.8	3.6	3.3	4.0	2.8
SOMETIMES	458	54	403	138	317	117	94	132	65	217	233	246	138	242	42	264
	21.1	20.1	21.3	23.8	23.4	16.9	18.7	19.9	22.7	18.8	24.4	22.0	21.6	22.2	13.0	24.8
HARDLY EVER	675	83	612	191	470	196	160	202	85	311	347	335	205	373	72	364
	31.1	23.5	32.3	33.0	34.7	28.3	31.9	30.5	29.7	27.0	36.3	30.0	32.1	34.2	22.4	34.1
OWN, BUT NO ANSWER	236	32	203	41	143	88	47	85	33	140	87	131	74	105	33	122
	10.9	11.9	10.7	7.1	10.6	12.7	9.4	12.8	11.5	12.1	9.1	11.7	11.6	9.6	10.2	11.4
DO NOT OWN	720	110	608	186	371	269	180	221	93	450	247	362	199	334	162	286
	33.2	41.0	32.1	32.1	27.4	38.9	35.9	33.3	32.5	39.0	25.8	32.4	31.1	30.6	50.3	26.8
PURCHASE INTENT																
INTEND TO BUY	102	20	81	49	63	10	18	38	14	66	31	62	33	49	27	34
	4.7	7.5	4.3	8.5	4.7	1.4	3.6	5.7	4.9	5.7	3.2	5.6	5.2	4.5	8.4	3.2
MIGHT OR MIGHT NOT BUY	238	34	203	81	137	76	71	77	27	144	86	129	66	122	54	106
	11.0	12.7	10.7	14.0	10.1	11.0	14.1	11.6	9.4	12.5	9.0	11.6	10.3	11.2	16.8	9.9

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE GRAD OR BETTER	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	WEST	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000		20,000 OR LESS	35,000 OR MORE
NEVER INTEND TO BUY	380	56	324	56	171	183	91	106	52	240	130	171	100	163	81	146
	17.5	20.9	17.1	9.7	12.6	26.4	18.1	16.0	18.2	20.8	13.6	15.3	15.6	15.0	25.2	13.7
INTEND TO BUY IN 6 MOS.	25	6	19	12	16	2	8	8	4	14	11	16	11	12	6	11
	1.2	2.2	1.0	2.1	1.2	0.3	1.6	1.2	1.4	1.2	1.2	1.4	1.7	1.1	1.9	1.0

Q4. OWNERSHIP/PURCHASE INTENTION

CONVECTION OVEN

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	WEST	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL OWNERS	223	19	203	49	133	91	47	70	40	121	92	117	63	99	39	118
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
OBTAINED IN PAST 6 MOS.	26	2	24	4	16	13	2	9	5	14	11	12	8	10	1	13
	11.7	10.5	11.8	8.2	12.0	14.3	4.3	12.9	12.5	11.6	12.0	10.3	12.7	10.1	2.6	11.0
INTEND TO UPGRADE	19	2	17	2	13	9	4	8	3	11	7	11	5	9	5	8
	8.5	10.5	8.4	4.1	9.8	9.9	8.5	11.4	7.5	9.1	7.6	9.4	7.9	9.1	12.8	6.8
HOW OFTEN USED																
OFTEN	116	8	107	29	70	47	23	29	23	64	49	60	35	54	18	65
	52.0	42.1	52.7	59.2	52.6	51.6	48.9	41.4	57.5	52.9	53.3	51.3	55.6	54.5	46.2	55.1
SOMETIMES	29	6	23	7	17	6	5	11	7	11	17	16	10	14	4	21
	13.0	31.6	11.3	14.3	12.8	6.6	10.6	15.7	17.5	9.1	18.5	13.7	15.9	14.1	10.3	17.8
HARDLY EVER	13	1	12	4	8	4	3	6	1	9	4	5	1	6	4	6
	5.8	5.3	5.9	8.2	6.0	4.4	6.4	8.6	2.5	7.4	4.3	4.3	1.6	6.1	10.3	5.1
NO ANSWER	65	4	61	9	38	34	16	24	9	37	22	36	17	25	13	26
	29.1	21.1	30.0	18.4	28.6	37.4	34.0	34.3	22.5	30.6	23.9	30.8	27.0	25.3	33.3	22.0

Q4. OWNERSHIP/PURCHASE INTENTION

FOOD PROCESSOR

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	WEST	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL OWNERS	1280	166	1113	314	819	406	274	410	186	638	605	630	363	653	125	737
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
OBTAINED IN PAST 6 MOS.	127	16	111	49	87	27	24	43	17	65	53	69	41	72	17	57
	9.9	9.6	10.0	15.6	10.6	6.7	8.8	10.5	9.1	10.2	8.8	11.0	11.3	11.0	13.6	7.7
INTEND TO UPGRADE	72	12	60	22	40	25	16	20	7	42	27	32	19	40	10	37
	5.6	7.2	5.4	7.0	4.9	6.2	5.8	4.9	3.8	6.6	4.5	5.1	5.2	6.1	8.0	5.0
HOW OFTEN USED																
OFTEN	662	89	593	175	461	196	146	212	91	290	355	331	179	365	55	411
	51.7	41.6	53.3	55.7	56.3	48.3	53.3	51.7	48.9	45.5	58.7	52.5	49.3	55.9	44.0	55.8
SOMETIMES	352	59	293	86	206	112	81	100	59	191	153	170	110	174	40	187
	27.5	35.5	26.3	27.4	25.2	27.6	29.6	24.4	31.7	29.9	25.3	27.0	30.3	26.6	32.0	25.4
HARDLY EVER	67	11	56	17	43	19	9	27	5	40	27	35	18	34	5	37
	5.2	6.6	5.0	5.4	5.3	4.7	3.3	6.6	2.7	6.3	4.5	5.6	5.0	5.2	4.0	5.0
NO ANSWER	199	27	171	36	109	79	38	71	31	117	73	94	56	80	25	102
	15.5	16.3	15.4	11.5	13.3	19.5	13.9	17.3	16.7	18.3	11.6	14.9	15.4	12.3	20.0	13.8

Q4. OWNERSHIP/PURCHASE INTENTION

COFFEE GRINDER

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	WEST	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL OWNERS	414	48	365	113	270	133	92	177	48	224	174	229	140	226	52	230
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
OBTAINED IN PAST 6 MOS.	12	5	7	1	6	1	1	6	*	6	6	3	1	4	2	6
	2.9	10.4	1.9	0.9	2.2	0.8	1.1	3.4		2.7	3.4	1.3	0.7	1.8	3.8	2.6
INTEND TO UPGRADE	6	*	6	4	4	1	*	4	2	6	*	6	2	4	2	1
	1.4		1.6	3.5	1.5	0.8		2.3	4.2	2.7		2.6	1.4	1.8	3.8	0.4
HOW OFTEN USED																
OFTEN	131	18	113	51	93	28	30	62	14	79	49	81	53	82	13	75
	31.6	37.5	31.0	45.1	34.4	21.1	32.6	35.0	29.2	35.3	28.2	35.4	37.9	36.3	25.0	32.6
SOMETIMES	96	10	86	28	61	34	20	34	13	44	48	48	35	56	10	55
	23.2	20.8	23.6	24.8	22.6	25.6	21.7	19.2	27.1	19.6	27.6	21.0	25.0	24.8	19.2	23.9
HARDLY EVER	97	11	86	19	62	33	15	43	14	46	49	49	25	48	12	57
	23.4	22.9	23.6	16.8	23.0	24.8	16.3	24.3	29.2	20.5	28.2	21.4	17.9	21.2	23.1	24.8
NO ANSWER	90	9	80	15	54	38	27	38	7	55	28	51	27	40	17	43
	21.7	18.8	21.9	13.3	20.0	28.6	29.3	21.5	14.6	24.6	16.1	22.3	19.3	17.7	32.7	18.7

Q4. OWNERSHIP/PURCHASE INTENTION

MICROWAVE OVEN

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	WEST	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL OWNERS	884	106	777	175	597	274	118	313	122	408	450	446	274	419	59	539
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
OBTAINED IN PAST 6 MOS.	91	6	85	21	66	30	14	25	13	45	45	52	36	36	7	54
	10.3	5.7	10.9	12.0	11.1	10.9	11.9	8.0	10.7	11.0	10.0	11.7	13.1	8.6	11.9	10.0
INTEND TO UPGRADE	55	14	41	10	31	19	4	18	11	32	21	25	14	25	5	34
	6.2	13.2	5.3	5.7	5.2	6.9	3.4	5.8	9.0	7.8	4.7	5.6	5.1	6.0	8.5	6.3
HOW OFTEN USED																
OFTEN	605	72	533	135	426	163	83	215	80	263	323	310	195	305	35	380
	68.4	67.9	68.6	77.1	71.4	59.5	70.3	68.7	65.6	64.5	71.8	69.5	71.2	72.8	59.3	70.5
SOMETIMES	111	12	99	19	72	40	17	36	13	59	51	52	29	51	7	68
	12.6	11.3	12.7	10.9	12.1	14.6	14.4	11.5	10.7	14.5	11.3	11.7	10.6	12.2	11.9	12.6
HARDLY EVER	21	4	17	5	11	8	2	9	7	10	9	7	4	7	3	9
	2.4	3.8	2.2	2.9	1.8	2.9	1.7	2.9	5.7	2.5	2.0	1.6	1.5	1.7	5.1	1.7
NO ANSWER	147	18	128	16	88	63	16	53	22	76	67	77	46	56	14	82
	16.6	17.0	16.5	9.1	14.7	23.0	13.6	16.9	18.0	18.6	14.9	17.3	16.8	13.4	23.7	15.2

Q4. OWNERSHIP/PURCHASE INTENTION

SEAL-A-MEAL

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	WEST	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL OWNERS	502	46	454	107	302	189	101	181	75	263	225	263	153	222	69	270
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
OBTAINED IN PAST 6 MOS.	11	1	10	4	7	4	2	4	*	9	2	6	6	7	*	7
	2.2	2.2	2.2	3.7	2.3	2.1	2.0	2.2		3.4	0.9	2.3	3.9	3.2		2.6
INTEND TO UPGRADE	11	1	10	2	7	5	2	4	*	6	5	6	3	3	1	6
	2.2	2.2	2.2	1.9	2.3	2.6	2.0	2.2		2.3	2.2	2.3	2.0	1.4	1.4	2.2
HOW OFTEN USED																
OFTEN	98	12	86	16	54	42	20	35	13	47	44	50	34	40	14	56
	19.5	26.1	18.9	15.0	17.9	22.2	19.8	19.3	17.3	17.9	19.6	19.0	22.2	18.0	20.3	20.7
SOMETIMES	180	13	166	37	110	73	35	62	25	92	86	102	62	91	19	103
	35.9	28.3	36.6	34.6	36.4	38.6	34.7	34.3	33.3	35.0	38.2	38.8	40.5	41.0	27.5	38.1
HARDLY EVER	129	12	117	39	86	31	28	46	19	63	65	65	35	60	18	67
	25.7	26.1	25.8	36.4	28.5	16.4	27.7	26.5	25.3	24.0	28.9	24.7	22.9	27.0	26.1	24.8
NO ANSWER	95	9	85	15	52	43	18	36	18	61	30	46	22	31	18	44
	18.9	19.6	18.7	14.0	17.2	22.8	17.8	19.9	24.0	23.2	13.3	17.5	14.4	14.0	26.1	16.3

Q4. OWNERSHIP/PURCHASE INTENTION

YOGURT MAKER

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	WEST	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL OWNERS	316	37	278	96	198	99	69	110	34	174	135	167	89	184	51	158
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
OBTAINED IN PAST 6 MOS.	9	*	9	4	7	1	2	3	1	3	6	5	3	5	1	5
	2.8		3.2	4.2	3.5	1.0	2.9	2.7	2.9	1.7	4.4	3.0	3.4	2.7	2.0	3.2
INTEND TO UPGRADE	10	3	7	1	5	3	3	3	1	6	4	4	1	3	1	8
	3.2	8.1	2.5	1.0	2.5	3.0	4.3	2.7	2.9	3.4	3.0	2.4	1.1	1.6	2.0	5.1
HOW OFTEN USED																
OFTEN	59	3	56	21	42	18	9	22	7	38	20	32	15	37	16	29
	18.7	8.1	20.1	21.9	21.2	18.2	13.0	20.0	20.6	21.8	14.8	19.2	16.9	20.1	31.4	18.4
SOMETIMES	88	10	78	32	60	21	24	26	7	42	45	50	28	54	15	37
	27.8	27.0	28.1	33.3	30.3	21.2	34.8	23.6	20.6	24.1	33.3	29.9	31.5	29.3	29.4	23.4
HARDLY EVER	118	19	98	32	66	38	29	44	12	61	52	57	34	67	9	67
	37.3	51.4	35.3	33.3	33.3	38.4	42.0	40.0	35.3	35.1	38.5	34.1	38.2	36.4	17.6	42.4
NO ANSWER	51	5	46	11	30	22	7	18	8	33	18	28	12	26	11	25
	16.1	13.5	16.5	11.5	15.2	22.2	10.1	16.4	23.5	19.0	13.3	16.8	13.5	14.1	21.6	15.8

Q4. OWNERSHIP/PURCHASE INTENTION

ELECTRIC SMOKER OVEN

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	WEST	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL OWNERS	124	19	104	16	64	58	13	49	22	69	51	44	26	48	15	70
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
OBTAINED IN PAST 6 MOS.	4	4	*	*	*	*	*	2	*	3	1	*	*	3	1	1
	3.2	21.1						4.1		4.3	2.0			6.3	6.7	1.4
INTEND TO UPGRADE	3	1	2	1	1	*	*	1	*	*	2	*	*	*	*	3
	2.4	5.3	1.9	5.6	1.6			2.0			3.9					4.3
HOW OFTEN USED																
OFTEN	11	2	9	2	6	5	1	5	1	6	4	5	3	5	1	9
	8.9	10.5	8.7	11.1	9.4	8.6	7.7	10.2	4.5	8.7	7.8	11.4	11.5	10.4	6.7	12.9
SOMETIMES	46	8	37	6	23	20	2	21	7	23	22	15	10	15	7	20
	37.1	42.1	35.6	33.3	35.9	34.5	15.4	42.9	31.8	33.3	43.1	34.1	38.5	31.3	46.7	28.6
HARDLY EVER	31	4	27	6	15	16	5	10	5	16	14	9	5	14	3	19
	25.0	21.1	26.0	33.3	23.4	27.6	38.5	20.4	22.7	23.2	27.5	20.5	19.2	29.2	20.0	27.1
NO ANSWER	36	5	31	4	20	17	5	13	9	24	11	15	8	14	4	22
	29.0	26.3	29.8	22.2	31.3	29.3	38.5	26.5	40.9	34.8	21.6	34.1	30.8	29.2	26.7	31.4

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Q4. OWNERSHIP/PURCHASE INTENTION

TOASTER OVEN

			FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
	TOTAL	MALE	TOTAL	18-34	25-54	50+	NORTH EAST	WEST	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL OWNERS	1253	161	1089	333	742	448	335	345	181	686	528	603	355	638	192	602
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
OBTAINED IN PAST 6 MOS.	53	10	43	8	27	20	18	14	11	34	17	26	16	30	11	24
	4.2	6.2	3.9	2.4	3.6	4.5	5.4	4.1	6.1	5.0	3.2	4.3	4.5	4.7	5.7	4.0
INTEND TO UPGRADE	66	4	62	19	42	25	16	24	13	38	27	30	19	31	9	35
	5.3	2.5	5.7	5.7	5.7	5.6	4.8	7.0	7.2	5.5	5.1	5.0	5.4	4.9	4.7	5.8
HOW OFTEN USED																
OFTEN	706	91	614	202	425	247	204	192	106	378	308	346	198	387	103	349
	56.3	56.5	56.4	60.7	57.3	55.1	60.9	55.7	58.6	55.1	58.3	57.4	55.8	60.7	53.6	58.0
SOMETIMES	191	27	162	52	113	65	54	38	30	104	75	90	51	92	34	76
	15.2	16.8	14.9	15.6	15.2	14.5	16.1	11.0	16.6	15.2	14.2	14.9	14.4	14.4	17.7	12.6
HARDLY EVER	124	18	106	36	82	32	23	37	12	58	66	59	43	63	13	67
	9.9	11.2	9.7	10.8	11.1	7.1	6.9	10.7	6.6	8.5	12.5	9.8	12.1	9.9	6.8	11.1
NO ANSWER	232	25	207	43	122	104	54	78	33	146	79	108	63	96	42	110
	18.5	15.5	19.0	12.9	16.4	23.2	16.1	22.6	18.2	21.3	15.0	17.9	17.7	15.0	21.9	18.3

Q4. OWNERSHIP/PURCHASE INTENTION

WOK

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	WEST	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL OWNERS	1111	146	963	301	703	338	245	397	143	600	477	591	339	602	147	592
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
OBTAINED IN PAST 6 MOS.	37	5	32	13	27	5	12	7	5	19	16	19	13	20	3	21
	3.3	3.4	3.3	4.3	3.8	1.5	4.9	1.8	3.5	3.2	3.4	3.2	3.8	3.3	2.0	3.5
INTEND TO UPGRADE	31	7	24	6	16	10	5	7	5	19	11	15	9	16	5	14
	2.8	4.8	2.5	2.0	2.3	3.0	2.0	1.8	3.5	3.2	2.3	2.5	2.7	2.7	3.4	2.4
HOW OFTEN USED																
OFTEN	305	41	263	96	201	81	58	124	37	164	130	161	85	178	54	146
	27.5	28.1	27.3	31.9	28.6	24.0	23.7	31.2	25.9	27.3	27.3	27.2	25.1	29.6	36.7	24.7
SOMETIMES	407	54	352	108	258	118	108	113	53	202	193	216	129	227	48	225
	36.6	37.0	36.6	35.9	36.7	34.9	44.1	28.5	37.1	33.7	40.5	36.5	38.1	37.7	32.7	38.0
HARDLY EVER	203	25	178	61	129	60	42	79	26	111	89	107	63	116	21	123
	18.3	17.1	18.5	20.3	18.3	17.8	17.1	19.9	18.2	18.5	18.7	18.1	18.6	19.3	14.3	20.8
NO ANSWER	196	26	170	36	115	79	37	81	27	123	65	107	62	81	24	98
	17.6	17.8	17.7	12.0	16.4	23.4	15.1	20.4	18.9	20.5	13.6	18.1	18.3	13.5	16.3	16.6

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Q4. OWNERSHIP/PURCHASE INTENTION

FONDUE POT

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE GRAD	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	WEST	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL OWNERS	1448	158	1287	393	962	423	322	442	193	703	709	754	440	756	163	780
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
OBTAINED IN PAST 6 MOS.	17	4	13	6	13	1	5	4	1	13	4	10	6	10	3	6
	1.2	2.5	1.0	1.5	1.3	0.2	1.6	0.9	0.5	1.8	0.6	1.3	1.4	1.3	1.9	0.8
INTEND TO UPGRADE	20	2	18	10	11	5	4	5	4	10	10	10	8	9	6	7
	1.4	1.3	1.4	2.5	1.1	1.2	1.2	1.1	2.1	1.4	1.4	1.3	1.8	1.2	3.7	0.9
HOW OFTEN USED																
OFTEN	79	9	69	23	52	22	21	23	10	35	42	42	23	36	13	30
	5.5	5.7	5.4	5.9	5.3	5.2	6.5	5.2	5.2	5.0	5.9	5.6	5.2	4.8	8.1	3.8
SOMETIMES	458	54	403	138	317	117	94	132	65	217	233	246	138	242	42	264
	31.6	34.2	31.3	35.1	32.3	27.7	29.2	29.9	33.7	30.9	32.9	32.6	31.4	32.0	26.2	33.8
HARDLY EVER	675	63	612	191	470	196	160	202	85	311	347	335	205	373	72	364
	46.6	39.9	47.6	48.6	47.9	46.3	49.7	45.7	44.0	44.2	48.9	44.4	46.6	49.3	45.0	46.7
NO ANSWER	236	32	208	41	143	88	47	85	33	140	87	131	74	105	33	122
	16.3	20.3	15.8	10.4	14.6	20.8	14.6	19.2	17.1	19.9	12.3	17.4	16.8	13.9	20.6	15.6

Q4. OWNERSHIP/PURCHASE INTENTION

CONVECTION OVEN

			FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
	TOTAL	MALE	TOTAL	18-34	25-54	50+	NORTH EAST	WEST	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL NON-OWNERS	1889	245	1640	524	1196	577	442	583	237	1003	836	969	558	964	274	913
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
PURCHASE INTENT																
INTEND TO BUY	115	20	94	24	67	39	15	43	18	60	50	64	38	53	19	51
	6.1	8.2	5.7	4.6	5.6	6.8	3.4	7.4	7.6	6.0	6.0	6.6	6.8	5.5	6.9	5.6
MIGHT OR MIGHT NOT BUY	799	109	690	235	518	235	173	265	88	442	336	421	253	420	121	390
	42.3	44.5	42.1	44.8	43.3	40.7	39.1	45.5	37.1	44.1	40.2	43.4	45.3	43.6	44.2	42.7
NEVER INTEND TO BUY	985	116	866	266	617	309	254	278	132	505	456	492	272	497	135	476
	52.1	47.3	52.8	50.8	51.6	53.6	57.5	47.7	55.7	50.3	54.5	50.8	48.7	51.6	49.3	52.1
INTEND TO BUY IN 6 MOS.	33	3	30	9	20	16	3	9	3	19	13	21	12	18	6	15
	1.7	1.2	1.8	1.7	1.7	2.8	0.7	1.5	1.3	1.9	1.6	2.2	2.2	1.9	2.2	1.6

Q4. OWNERSHIP/PURCHASE INTENTION

FOOD PROCESSOR

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE GRAD	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	WEST	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL NON-OWNERS	919	105	810	278	548	301	237	267	105	534	386	493	282	454	206	337
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
PURCHASE INTENT																
INTEND TO BUY	312	42	268	136	210	59	87	90	39	174	129	193	111	165	73	114
	33.9	40.0	33.1	48.9	38.3	19.6	36.7	33.7	37.1	32.6	35.8	39.1	39.4	36.3	35.4	33.8
MIGHT OR MIGHT NOT BUY	438	44	392	119	261	150	116	124	43	245	179	233	128	216	96	159
	47.7	41.9	48.4	42.8	47.6	49.8	48.9	46.4	41.0	45.9	49.7	47.3	45.4	47.6	46.6	47.2
NEVER INTEND TO BUY	170	19	151	24	78	92	35	53	23	115	53	68	43	73	38	64
	18.5	18.1	18.6	8.6	14.2	30.6	14.8	19.9	21.9	21.5	14.7	13.8	15.2	16.1	18.4	19.0
INTEND TO BUY IN 6 MOS.	65	9	56	28	44	14	26	18	6	35	29	39	26	37	12	33
	7.1	8.6	6.9	10.1	8.0	4.7	11.0	6.7	5.7	6.6	8.1	7.9	9.2	8.1	5.8	9.8

Q4. OWNERSHIP/PURCHASE INTENTION

COFFEE GRINDER

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE GRAD	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	WEST	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL NON-OWNERS	1687	215	1468	462	1056	526	399	477	221	894	753	864	486	832	263	797
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
PURCHASE INTENT																
INTEND TO BUY	110	12	98	49	74	21	28	34	12	65	40	69	42	52	25	46
	6.5	5.6	6.7	10.6	7.0	4.0	7.0	7.1	5.4	7.3	5.3	8.0	8.6	6.3	9.5	5.8
MIGHT OR MIGHT NOT BUY	332	54	278	120	219	71	77	105	55	186	135	177	92	164	46	161
	19.7	25.1	18.9	26.0	20.7	13.5	19.3	22.0	24.9	20.8	17.9	20.5	18.9	22.1	17.5	20.2
NEVER INTEND TO BUY	1246	150	1092	293	763	434	294	338	155	644	578	618	354	597	192	591
	73.9	69.8	74.4	63.4	72.3	82.5	73.7	70.9	70.1	72.0	76.8	71.5	72.5	71.8	73.0	74.2
INTEND TO BUY IN 6 MOS.	25	5	20	8	14	6	2	11	1	15	9	13	9	10	3	16
	1.5	2.3	1.4	1.7	1.3	1.1	0.5	2.3	0.5	1.7	1.2	1.5	1.8	1.2	1.1	2.0

Q4. OWNERSHIP/PURCHASE INTENTION

MICROWAVE OVEN

			FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
	TOTAL	MALE	TOTAL	18-34	25-54	50+	NORTH EAST	WEST	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL NON-OWNERS	1292	170	1118	409	766	412	381	356	171	746	513	671	366	676	259	533
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
PURCHASE INTENT																
INTEND TO BUY	317	45	270	135	225	56	68	96	41	161	149	184	105	158	55	141
	24.5	26.5	24.2	33.0	29.4	13.6	17.8	27.0	24.0	21.6	29.0	27.4	28.7	23.4	21.2	26.5
MIGHT OR MIGHT NOT BUY	527	67	458	162	318	171	168	126	73	301	214	293	158	293	99	217
	40.8	39.4	41.0	39.6	41.5	41.5	44.1	35.4	42.7	40.3	41.7	43.7	43.2	43.3	38.2	40.7
NEVER INTEND TO BUY	449	58	391	112	224	186	145	134	58	285	150	195	104	226	105	175
	34.8	34.1	35.0	27.4	29.2	45.1	38.1	37.6	33.9	38.2	29.2	29.1	28.4	33.4	40.5	32.8
INTEND TO BUY IN 6 MOS.	68	5	63	29	52	15	13	22	7	37	30	41	22	32	9	38
	5.3	2.9	5.6	7.1	6.8	3.6	3.4	6.2	4.1	5.0	5.8	6.1	6.0	4.7	3.5	7.1

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Q4. OWNERSHIP/PURCHASE INTENTION

SEAL-A-MEAL

			FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
	TOTAL	MALE	TOTAL	18-34	25-54	50+	NORTH EAST	WEST	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL NON-OWNERS	1628	218	1407	474	1037	480	397	466	203	675	7[illegible]9	837	480	853	244	774
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
PURCHASE INTENT																
INTEND TO BUY	110	16	92	32	71	29	24	39	14	57	49	51	28	58	22	38
	6.8	7.3	6.5	6.8	6.8	6.0	6.0	8.0	6.9	6.5	6.9	6.1	5.8	6.8	9.0	4.9
MIGHT OR MIGHT NOT BUY	414	43	371	140	288	115	96	120	54	216	189	225	128	204	68	190
	25.4	19.7	26.4	29.5	27.8	24.0	24.2	24.7	26.6	24.7	26.7	26.9	26.7	23.9	27.9	24.5
NEVER INTEND TO BUY	1104	159	944	302	678	336	277	327	135	602	471	561	324	591	154	546
	67.8	72.9	67.1	63.7	65.4	70.0	69.8	67.3	66.5	68.8	66.4	67.0	67.5	69.3	63.1	70.5
INTEND TO BUY IN 6 MOS.	26	3	23	10	21	7	7	9	1	13	12	12	5	13	5	8
	1.6	1.4	1.6	2.1	2.0	1.5	1.8	1.9	0.5	1.5	1.7	1.4	1.0	1.5	2.0	1.0

Q4. OWNERSHIP/PURCHASE INTENTION

YOGURT MAKER

			FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-	INCOME	
	TOTAL	MALE	TOTAL	18-34	25-54	50+	NORTH EAST	WEST	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	LEGE GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL NON-OWNERS	1799	228	1567	481	1137	557	425	548	239	948	798	929	539	891	261	872
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
PURCHASE INTENT																
INTEND TO BUY	70	7	63	29	51	16	14	24	4	35	33	44	19	39	19	26
	3.9	3.1	4.0	6.0	4.5	2.9	3.3	4.4	1.7	3.7	4.1	4.7	3.5	4.4	7.3	3.0
MIGHT OR MIGHT NOT BUY	278	37	240	103	187	54	66	90	36	142	127	161	99	150	44	129
	15.5	16.2	15.3	21.4	16.4	9.7	15.5	16.4	15.1	15.0	15.9	17.3	18.4	16.8	16.9	14.8
NEVER INTEND TO BUY	1452	184	1265	349	900	487	345	434	200	771	639	724	421	702	198	717
	80.7	80.7	80.7	72.6	79.2	87.4	81.2	79.2	83.7	81.3	80.1	77.9	78.1	78.8	75.9	82.2
INTEND TO BUY IN 6 MOS.	24	2	22	9	17	7	7	7	1	12	12	15	7	10	4	9
	1.3	0.9	1.4	1.9	1.5	1.3	1.6	1.3	0.4	1.3	1.5	1.6	1.3	1.1	1.5	1.0

Q4. OWNERSHIP/PURCHASE INTENTION

ELECTRIC SMOKER OVEN

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	WEST	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL NON-OWNERS	1931	241	1687	545	1236	578	463	591	243	1018	862	1011	581	995	292	938
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
PURCHASE INTENT																
INTEND TO BUY	57	9	48	21	35	18	11	18	7	33	22	30	16	34	14	22
	3.0	3.7	2.8	3.9	2.8	3.1	2.4	3.0	2.9	3.2	2.6	3.0	2.8	3.4	4.8	2.3
MIGHT OR MIGHT NOT BUY	300	50	249	78	192	76	50	92	49	161	126	155	95	153	40	163
	15.5	20.7	14.8	14.3	15.5	13.5	10.8	15.6	20.2	15.8	14.6	15.3	16.4	15.4	13.7	17.4
NEVER INTEND TO BUY	1574	182	1390	446	1009	482	402	481	187	824	712	826	470	808	238	753
	81.5	75.5	82.4	81.8	81.6	83.4	86.8	81.4	77.0	80.9	82.6	81.7	80.9	81.2	81.5	80.3
INTEND TO BUY IN 6 MOS.	23	2	21	8	15	11	7	6	4	14	9	15	8	13	5	9
	1.2	0.8	1.2	1.5	1.2	1.9	1.5	1.0	1.6	1.4	1.0	1.5	1.4	1.3	1.7	1.0

Q4. OWNERSHIP/PURCHASE INTENTION

TOASTER OVEN

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE GRAD OR BETTER	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	WEST	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000		20,000 OR LESS	35,000 OR MORE
TOTAL NON-OWNERS	918	108	808	249	609	247	177	320	103	470	425	508	278	452	141	445
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
PURCHASE INTENT																
INTEND TO BUY	96	16	79	34	56	22	38	23	7	52	38	49	23	54	26	37
	10.5	14.8	9.8	13.7	9.2	8.9	21.5	7.2	6.8	11.1	8.9	9.6	8.3	11.9	18.4	8.3
MIGHT OR MIGHT NOT BUY	327	41	286	95	202	102	67	101	47	180	141	176	97	164	51	141
	35.6	38.0	35.4	38.2	33.2	41.3	37.9	31.6	45.6	38.3	33.2	34.6	34.9	36.3	36.2	31.7
NEVER INTEND TO BUY	496	52	443	120	351	123	72	197	49	239	246	283	158	235	64	267
	54.0	48.1	54.8	48.2	57.6	49.8	40.7	61.6	47.6	50.9	57.9	55.7	56.8	52.0	45.4	60.0
INTEND TO BUY IN 6 MOS.	25	5	20	6	15	7	15	5	*	16	9	11	5	12	6	12
	2.7	4.6	2.5	2.4	2.5	2.8	8.5	1.6		3.4	2.1	2.2	1.8	2.7	4.3	2.7

Q4. OWNERSHIP/PURCHASE INTENTION

WOK

			FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
	TOTAL	MALE	TOTAL	18-34	25-54	50+	NORTH EAST	WEST	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL NON-OWNERS	1047	123	921	279	645	347	260	270	136	550	470	520	294	485	183	460
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
PURCHASE INTENT																
INTEND TO BUY	259	43	215	94	170	52	70	68	34	119	131	143	82	122	44	113
	24.7	35.0	23.3	33.7	26.4	15.0	26.9	25.2	25.0	21.6	27.9	27.5	27.9	25.2	24.0	24.6
MIGHT OR MIGHT NOT BUY	433	44	388	119	285	142	112	119	53	227	193	228	128	205	72	201
	41.4	35.8	42.1	42.7	44.2	40.9	43.1	44.1	39.0	41.3	41.1	43.8	43.5	42.3	39.3	43.7
NEVER INTEND TO BUY	357	36	320	68	191	153	79	84	49	205	147	150	84	159	66	147
	34.1	29.3	34.7	24.4	29.6	44.1	30.4	31.1	36.0	37.3	31.3	28.8	28.6	32.8	37.2	32.0
INTEND TO BUY IN 6 MOS.	57	9	48	20	38	12	21	15	9	28	28	36	17	27	11	26
	5.4	7.3	5.2	7.2	5.9	3.5	8.1	3.7	6.6	5.1	6.0	6.9	5.6	5.6	6.0	5.7

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Q4. OWNERSHIP/PURCHASE INTENTION

FONDUE POT

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	WEST	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL NON-OWNERS	720	110	608	186	371	269	180	221	93	450	247	362	199	334	162	286
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
PURCHASE INTENT																
INTEND TO BUY	102	20	81	49	63	10	18	32	14	66	31	62	33	49	27	34
	14.2	18.2	13.3	26.3	17.0	3.7	10.0	17.2	15.1	14.7	12.6	17.1	16.6	14.7	16.7	11.9
MIGHT OR MIGHT NOT BUY	238	34	203	81	137	76	71	77	27	144	86	129	66	122	54	106
	33.1	30.9	33.4	43.5	36.9	28.3	39.4	34.8	29.0	32.0	34.8	35.6	33.2	36.5	33.3	37.1
NEVER INTEND TO BUY	380	56	324	56	171	183	91	106	52	240	130	171	100	163	81	146
	52.8	50.9	53.3	30.1	46.1	68.0	50.6	48.0	55.9	53.3	52.6	47.2	50.3	48.8	50.0	51.0
INTEND TO BUY IN 6 MOS.	25	6	19	12	16	2	8	8	4	14	11	16	11	12	6	11
	3.5	5.5	3.1	6.5	4.3	0.7	4.4	3.6	4.3	3.1	4.5	4.4	5.5	3.6	3.7	3.8

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Q5A. FAMILIARITY WITH TYPES OF FOOD BRANDS HEARD

NATIONAL BRANDS

			FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
	TOTAL	MALE	TOTAL	18-34	25-54	50+	NORTH EAST	WEST	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	2277 100.0	285 100.0	1987 100.0	595 100.0	1394 100.0	749 100.0	530 100.0	696 100.0	306 100.0	1216 100.0	991 100.0	1153 100.0	655 100.0	1127 100.0	353 100.0	1102 100.0
NO ANSWER	45 2.0	5 1.8	40 2.0	12 2.0	26 1.9	17 2.3	10 1.9	16 2.3	8 2.6	28 2.3	15 1.5	29 2.5	9 1.4	18 1.6	18 5.1	13 1.2
BASE	2232 100.0	280 100.0	1947 100.0	583 100.0	1368 100.0	732 100.0	520 100.0	682 100.0	298 100.0	1188 100.0	976 100.0	1124 100.0	646 100.0	1109 100.0	335 100.0	1089 100.0
USED OFTEN	2143 96.0	265 94.6	1873 96.2	553 94.9	1307 95.5	713 97.4	502 96.5	654 95.9	286 96.0	1142 96.1	935 95.8	1074 95.6	616 95.4	1058 95.4	321 95.8	1056 97.0
TRIED ONCE OR TWICE	69 3.1	13 4.6	56 2.9	23 3.9	49 3.6	11 1.5	11 2.1	22 3.2	11 3.7	33 2.8	34 3.5	37 3.3	22 3.4	42 3.8	9 2.7	24 2.2
HEARD OF BUT NEVER TRIED	11 0.5	*	11 0.6	4 0.7	8 0.6	5 0.7	4 0.8	3 0.4	1 0.3	6 0.5	5 0.5	6 0.5	5 0.8	5 0.5	2 0.6	6 0.6
NEVER HEARD OF	9 0.4	2 0.7	7 0.4	3 0.5	4 0.3	3 0.4	3 0.6	3 0.4	*	7 0.6	2 0.2	7 0.6	3 0.5	4 0.4	3 0.9	3 0.3

Audits & Surveys, Inc.

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Q5A. FAMILIARITY WITH TYPES OF FOOD BRANDS HEARD

STORE BRANDS

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	WEST	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	2277	285	1987	595	1394	749	530	698	306	1216	991	1153	655	1127	353	1102
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	74	6	68	13	33	39	18	19	9	47	23	36	16	26	22	28
	3.2	2.1	3.4	2.2	2.4	5.2	3.4	2.7	2.9	3.9	2.3	3.1	2.4	2.3	6.2	2.5
BASE	2203	279	1919	582	1361	710	512	679	297	1169	966	1117	639	1101	331	1074
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
USED OFTEN	1322	170	1150	358	846	397	294	406	180	681	609	675	414	720	203	633
	60.0	60.9	59.9	61.5	62.2	55.9	57.4	60.1	60.6	58.3	62.9	60.4	64.8	65.4	61.3	58.9
TRIED ONCE OR TWICE	810	101	706	210	482	277	205	251	102	446	332	414	206	346	122	406
	36.8	36.2	36.8	36.1	35.4	39.0	40.0	37.0	34.3	38.2	34.3	37.1	32.2	31.4	36.9	37.8
HEARD OF BUT NEVER TRIED	62	7	55	13	30	30	11	16	14	36	24	24	17	31	3	33
	2.8	2.5	2.9	2.2	2.2	4.2	2.1	2.4	4.7	3.1	2.5	2.1	2.7	2.8	0.9	3.1
NEVER HEARD OF	9	1	6	1	3	6	2	4	1	6	3	4	2	4	3	2
	0.4	0.4	0.4	0.2	0.2	0.8	0.4	0.6	0.3	0.5	0.3	0.4	0.3	0.4	0.9	0.2

Q5A. FAMILIARITY WITH TYPES OF FOOD BRANDS HEARD

'NO FRILLS' BRANDS

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	WEST	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	2277	285	1987	595	1394	749	530	698	306	1216	991	1153	655	1127	353	1102
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	127	11	116	20	58	68	31	36	20	79	46	59	23	46	32	51
	5.6	3.9	5.8	3.4	4.2	9.1	5.8	5.2	6.5	6.5	4.6	5.1	3.5	4.1	9.1	4.6
BASE	2150	274	1871	575	1336	681	499	662	286	1137	951	1094	632	1081	321	1051
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
USED OFTEN	351	47	302	107	231	89	61	132	38	176	171	198	126	207	57	162
	16.3	17.2	16.1	18.6	17.3	13.1	12.2	19.9	13.3	15.5	18.0	18.1	19.9	19.1	17.8	15.4
TRIED ONCE OR TWICE	978	123	853	271	630	288	246	285	129	517	433	517	296	481	148	474
	45.5	44.9	45.6	47.1	47.2	42.3	49.3	43.1	45.1	45.5	45.5	47.3	46.8	44.5	46.1	45.1
HEARD OF BUT NEVER TRIED	686	85	600	164	404	252	163	206	99	374	291	315	173	325	90	362
	31.9	31.0	32.1	28.5	30.2	37.0	32.7	31.1	34.6	32.9	30.6	28.8	27.4	30.1	28.0	34.4
NEVER HEARD OF	135	19	116	33	71	52	29	39	20	70	56	64	37	68	26	53
	6.3	6.9	6.2	5.7	5.3	7.6	5.8	5.9	7.0	6.2	5.9	5.9	5.9	6.3	8.1	5.0

[redacted] 67

Q58. QUALITY RATING OF

PRICE

NATIONAL BRANDS

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	WEST	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL HEARD OF	2223	278	1940	580	1364	729	517	679	298	1181	974	1117	643	1105	332	1086
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	209	13	196	34	112	110	44	76	27	107	82	96	51	84	45	89
	9.4	4.7	10.1	5.9	8.2	15.1	8.5	11.2	9.1	9.1	8.4	8.6	7.9	7.6	13.6	8.2
BASE	2014	265	1744	546	1252	619	473	603	271	1074	892	1021	592	1021	287	997
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
HIGH SCORE																
/6/	984	122	860	229	606	320	245	288	133	503	454	480	269	480	134	484
	48.9	46.0	49.3	41.9	48.4	51.7	51.8	47.8	49.1	46.8	50.9	47.0	45.4	47.0	46.7	48.5
/5/	598	90	505	199	390	150	123	183	87	307	274	318	181	324	81	307
	29.7	34.0	29.0	36.4	31.2	24.2	26.0	30.3	32.1	28.6	30.7	31.1	30.6	31.7	28.2	30.8
/4/	313	38	275	87	188	108	74	99	36	193	117	165	108	156	53	150
	15.5	14.3	15.8	15.9	15.0	17.4	15.6	16.4	13.3	18.0	13.1	16.2	18.2	15.3	18.5	15.0
/3/	85	10	75	27	54	24	22	20	12	48	37	44	26	45	11	42
	4.2	3.8	4.3	4.9	4.3	3.9	4.7	3.3	4.4	4.5	4.1	4.3	4.4	4.4	3.8	4.2
/2/	16	2	14	2	6	9	3	7	1	12	4	9	5	7	4	6
	0.8	0.8	0.8	0.4	0.5	1.5	0.6	1.2	0.4	1.1	0.4	0.9	0.8	0.7	1.4	0.6
/1/	18	3	15	2	8	8	6	6	2	11	6	5	3	9	4	8
	0.9	1.1	0.9	0.4	0.6	1.3	1.3	1.0	0.7	1.0	0.7	0.5	0.5	0.9	1.4	0.8
LOW SCORE																
MEAN	5.19	5.17	5.19	5.14	5.21	5.17	5.20	5.17	5.23	5.12	5.25	5.18	5.14	5.17	5.11	5.20

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Q5B. QUALITY RATING OF

TASTE

NATIONAL BRANDS

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	WEST	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL HEARD OF	2223	278	1940	580	1364	729	517	679	298	1181	974	1117	643	1105	332	1086
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	222	16	206	35	112	119	48	80	30	119	84	98	50	91	49	91
	10.0	5.8	10.6	6.0	8.2	16.3	9.3	11.8	10.1	10.1	8.6	8.8	7.8	8.2	14.8	8.4
BASE	2001	262	1734	545	1252	610	469	599	268	1062	890	1019	593	1014	283	995
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
HIGH SCORE																
/6/	1018	116	900	256	617	346	256	276	141	533	458	496	280	461	166	493
	50.9	44.3	51.9	47.0	49.3	56.7	54.6	46.1	52.6	50.2	51.5	48.7	47.2	45.5	58.7	49.5
/5/	690	93	594	212	457	171	151	223	93	353	319	379	219	396	81	348
	34.5	35.5	34.3	38.9	36.5	28.0	32.2	37.2	34.7	33.2	35.8	37.2	36.9	39.1	28.6	35.0
/4/	241	45	196	66	144	77	49	80	32	140	98	116	74	128	27	133
	12.0	17.2	11.3	12.1	11.5	12.6	10.4	13.4	11.9	13.2	11.0	11.4	12.5	12.6	9.5	13.4
/3/	44	7	37	9	27	15	11	16	1	32	12	24	18	26	5	19
	2.2	2.7	2.1	1.7	2.2	2.5	2.3	2.7	0.4	3.0	1.3	2.4	3.0	2.6	1.8	1.9
/2/	3	*	3	1	3	1	*	3	*	3	*	2	1	1	1	1
	0.1		0.2	0.2	0.2	0.2		0.5		0.3		0.2	0.2	0.1	0.4	0.1
/1/	5	1	4	1	4	*	2	1	1	1	3	2	1	2	3	1
	0.2	0.4	0.2	0.2	0.3		0.4	0.2	0.4	0.1	0.3	0.2	0.2	0.2	1.1	0.1
LOW SCORE																
MEAN	5.33	5.20	5.35	5.30	5.31	5.39	5.38	5.25	5.38	5.30	5.36	5.31	5.27	5.27	5.40	5.32

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Q56. QUALITY RATING OF

VALUE

NATIONAL BRANDS

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE GRAD OR BETTER	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	WEST	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000		20,000 OR LESS	35,000 OR MORE
TOTAL HEARD OF	2223	278	1940	580	1364	729	517	679	298	1181	974	1117	643	1105	332	1086
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	242	16	226	39	125	128	51	68	33	133	90	109	57	97	52	104
	10.9	5.8	11.6	6.7	9.2	17.6	9.9	13.0	11.1	11.3	9.2	9.8	8.9	8.8	15.7	9.6
BASE	1981	262	1714	541	1239	601	466	591	265	1048	884	1008	586	1008	280	982
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
HIGH SCORE																
/6/	453	49	404	74	238	198	97	119	69	244	190	205	122	177	89	213
	22.9	18.7	23.6	13.7	19.2	32.9	20.8	20.1	26.0	23.3	21.5	20.3	20.8	17.6	31.8	21.7
/5/	561	67	492	164	372	150	135	167	74	293	261	299	165	288	60	289
	28.3	25.6	28.7	30.3	30.0	25.0	29.0	28.3	27.9	28.0	29.5	29.7	28.2	28.6	21.4	29.4
/4/	533	77	454	165	332	152	135	155	67	283	238	263	157	294	63	273
	26.9	29.4	26.5	30.5	26.8	25.3	29.0	26.2	25.3	27.0	26.9	26.1	26.8	29.2	22.5	27.8
/3/	313	47	266	99	214	77	81	106	38	166	140	171	99	178	46	151
	15.8	17.9	15.5	18.3	17.3	12.8	17.4	17.9	14.3	15.8	15.8	17.0	16.9	17.7	16.4	15.4
/2/	82	11	70	31	60	19	11	34	12	40	39	50	34	51	11	38
	4.1	4.2	4.1	5.7	4.8	3.2	2.4	5.8	4.5	3.8	4.4	5.0	5.8	5.1	3.9	3.9
/1/	39	11	2[redacted]	8	23	5	7	10	5	22	16	20	9	20	11	18
	2.0	4.2	1.6	1.5	1.9	[redacted].8	1.5	1.7	1.9	2.1	1.8	2.0	1.5	2.0	3.9	1.8
LOW SCORE																
MEAN	4.44	4.24	4.47	4.23	4.36	4.69	4.44	4.34	4.51	4.45	4.42	4.36	4.37	4.30	4.49	4.44

Q56. QUALITY RATING OF

NUTRITION

NATIONAL BRANDS

			FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
	TOTAL	MALE	TOTAL	18-34	25-54	50+	NORTH EAST	WEST	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL HEARD OF	2223	278	1940	580	1364	729	517	679	298	1161	974	1117	643	1105	332	1086
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	300	27	273	48	160	147	67	101	43	165	114	141	76	129	60	136
	13.5	9.7	14.1	8.3	11.7	20.2	13.0	14.9	14.4	14.0	11.7	12.6	11.8	11.7	18.1	12.5
BASE	1923	251	1667	532	1204	582	450	578	255	1016	860	976	567	976	272	950
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
HIGH SCORE																
/6/	478	49	428	88	271	200	111	110	73	260	204	219	132	224	86	219
	24.9	19.5	25.7	16.5	22.5	34.4	24.7	19.0	28.6	25.6	23.7	22.4	23.3	23.0	31.6	23.1
/5/	557	62	493	170	365	150	133	178	73	289	253	305	166	290	71	279
	29.0	24.7	29.6	32.0	30.3	25.8	29.6	30.8	28.6	28.4	29.4	31.3	29.3	29.7	26.1	29.4
/4/	510	82	427	152	318	136	121	147	63	275	226	260	153	263	63	266
	26.5	32.7	25.6	28.6	26.4	23.4	26.9	25.4	24.7	27.1	26.3	26.6	27.0	26.9	23.2	28.0
/3/	302	45	257	98	200	76	66	108	40	153	146	153	93	161	41	145
	15.7	17.9	15.4	18.4	16.6	13.1	14.7	18.7	15.7	15.1	17.0	15.7	16.4	16.5	15.1	15.3
/2/	52	8	44	16	36	16	15	23	5	30	20	27	17	27	6	27
	2.7	3.2	2.6	3.0	3.0	2.7	3.3	4.0	2.0	3.0	2.3	2.8	3.0	2.8	2.2	2.8
/1/	24	5	19	8	14	4	4	12	1	9	11	12	6	11	5	14
	1.2	2.0	1.1	1.5	1.2	0.7	0.9	2.1	0.4	0.9	1.3	1.2	1.1	1.1	1.8	1.5
LOW SCORE																
MEAN	4.54	4.33	4.57	4.36	4.49	4.74	4.55	4.36	4.65	4.56	4.51	4.51	4.50	4.50	4.64	4.50

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Q5B. QUALITY RATING OF

DEPENDABILITY

NATIONAL BRANDS

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	WEST	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL HEARD OF	2223	278	1940	580	1364	729	517	679	298	1181	974	1117	643	1105	332	1086
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	242	19	223	39	126	127	48	85	34	133	89	109	59	98	51	97
	10.9	6.8	11.5	6.7	9.2	17.4	9.3	12.5	11.4	11.3	9.1	9.8	9.2	8.9	15.4	8.9
BASE	1981	259	1717	541	1238	602	469	594	264	1048	885	1008	584	1007	281	989
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
HIGH SCORE																
/6/	1112	127	984	283	674	378	259	314	151	577	504	546	309	537	171	543
	56.1	49.0	57.3	52.3	54.4	62.8	55.2	52.9	57.2	55.1	56.9	54.2	52.9	53.3	60.9	54.9
/5/	633	105	525	188	406	149	152	208	78	341	285	334	194	344	80	332
	32.0	40.5	30.6	34.8	32.8	24.8	32.4	35.0	29.5	32.5	32.2	33.1	33.2	34.2	28.5	33.6
/4/	167	17	149	47	110	60	37	49	31	89	78	90	57	91	16	84
	8.4	6.6	8.7	8.7	8.9	10.0	7.9	8.2	11.7	8.5	7.9	8.9	9.8	9.0	5.7	8.5
/3/	54	7	47	20	41	9	17	17	2	32	21	35	22	26	9	24
	2.7	2.7	2.7	3.7	3.3	1.5	3.6	2.9	0.8	3.1	2.4	3.5	3.8	2.6	3.2	2.4
/2/	8	1	7	3	4	3	1	4	*	5	3	2	2	6	1	4
	0.4	0.4	0.4	0.6	0.3	0.5	0.2	0.7		0.5	0.3	0.2	0.3	0.6	0.4	0.4
/1/	7	2	5	*	3	3	3	2	2	4	2	1	*	3	4	2
	0.4	0.8	0.3		0.2	0.5	0.6	0.3	0.8	0.4	0.2	0.1		0.3	1.4	0.2
LOW SCORE																
MEAN	5.40	5.33	5.41	5.35	5.37	5.46	5.37	5.36	5.41	5.38	5.42	5.37	5.35	5.36	5.42	5.40

Q5B. QUALITY RATING OF

PRICE

STORE BRANDS

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	WEST	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL HEARD OF	2194	278	1911	581	1358	704	510	675	296	1163	965	1113	637	1097	328	1072
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	265	23	242	41	138	141	57	89	35	143	99	119	56	109	53	123
	12.1	8.3	12.7	7.1	10.2	20.0	11.2	13.2	11.8	12.3	10.3	10.7	8.8	9.9	16.2	11.5
BASE	1929	255	1669	540	1220	563	453	586	261	1020	866	994	581	988	275	949
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
HIGH SCORE																
/6/	80	8	72	14	37	43	24	20	10	53	25	34	19	30	16	37
	4.1	3.1	4.3	2.6	3.0	7.6	5.3	3.4	3.8	5.2	2.9	3.4	3.3	3.0	5.8	3.9
/5/	274	39	235	56	161	88	60	81	39	154	116	127	78	123	31	135
	14.2	15.3	14.1	10.4	13.2	15.6	13.2	13.8	14.9	15.1	13.4	12.8	13.4	12.4	11.3	14.2
/4/	696	92	599	184	434	205	155	207	92	355	326	351	187	334	103	353
	36.1	36.1	35.9	34.1	35.6	36.4	34.2	35.3	35.2	34.8	37.6	35.3	32.2	33.8	37.5	37.2
/3/	614	86	528	197	414	160	153	186	83	320	262	333	203	357	82	302
	31.8	33.7	31.6	36.5	33.9	28.4	33.8	31.7	31.8	31.4	32.6	33.5	34.9	36.1	29.8	31.8
/2/	169	16	153	64	114	38	36	58	23	98	75	99	66	100	28	81
	8.8	6.3	9.2	11.9	9.3	6.7	7.9	9.9	8.8	8.6	8.7	10.0	11.4	10.1	10.2	8.5
/1/	96	14	82	25	60	29	25	34	14	50	42	50	28	44	15	41
	5.0	5.5	4.9	4.6	4.9	5.2	5.5	5.8	5.4	4.9	4.8	5.0	4.8	4.5	5.5	4.3
LOW SCORE																
MEAN	3.58	3.59	3.58	3.41	3.52	3.74	3.58	3.52	3.57	3.62	3.55	3.51	3.48	3.49	3.56	3.60

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Q58. QUALITY RATING OF

TASTE

STORE BRANDS

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	WEST	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL HEARD OF	2194	278	1911	581	1358	704	510	675	296	1163	965	1113	637	1097	328	1072
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	269	25	244	40	133	145	60	88	37	154	96	112	55	112	55	125
	12.3	9.0	12.8	6.9	9.8	20.6	11.8	13.0	12.5	13.2	9.9	10.1	8.6	10.2	16.8	11.7
BASE	1925	253	1667	541	1225	559	450	587	259	1009	869	1001	582	985	273	947
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
HIGH SCORE																
/6/	232	35	197	52	123	88	49	71	38	132	93	104	54	97	45	99
	12.1	13.8	11.8	9.6	10.0	15.7	10.9	12.1	14.7	13.1	10.7	10.4	9.3	9.8	16.5	10.5
/5/	501	63	436	151	332	135	114	152	57	257	230	261	157	270	69	240
	26.0	24.9	26.2	27.9	27.1	24.2	25.3	25.9	22.0	25.5	26.5	26.1	27.0	27.4	25.3	25.3
/4/	665	88	575	198	422	184	148	195	94	338	318	350	199	352	92	343
	34.5	34.8	34.5	36.6	34.4	32.9	32.9	33.2	36.3	33.5	36.6	35.0	34.2	35.7	33.7	36.2
/3/	393	51	341	102	258	111	97	132	55	210	171	212	127	210	43	211
	20.4	20.2	20.5	18.9	21.1	19.9	21.6	22.5	21.2	20.8	19.7	21.2	21.8	21.3	15.8	22.3
/2/	84	10	74	27	61	22	25	26	10	42	39	49	32	37	14	35
	4.4	4.0	4.4	5.0	5.0	3.9	5.6	4.4	3.9	4.2	4.5	4.9	5.5	3.8	5.1	3.7
/1/	50	6	44	11	29	19	17	11	5	30	18	25	13	19	10	19
	2.6	2.4	2.6	2.0	2.4	3.4	3.8	1.9	1.9	3.0	2.1	2.5	2.2	1.9	3.7	2.0
LOW SCORE																
MEAN	4.13	4.17	4.13	4.12	4.09	4.18	4.03	4.13	4.17	4.14	4.13	4.08	4.06	4.12	4.21	4.11

Q5B. QUALITY RATING OF

VALUE

STORE BRANDS

	TOTAL	MALE	FEMALE TOTAL	FEMALE 18-34	FEMALE 25-54	FEMALE 50+	AREA NORTH EAST	AREA WEST	AREA SOUTH EAST	HOUSEHOLD SIZE 2 OR LESS	HOUSEHOLD SIZE 3 OR MORE	FEMALE-EMP. TOTAL	FEMALE-EMP. FULL TIME/ 20,000	COL-LEGE GRAD OR BETTER	INCOME 20,000 OR LESS	INCOME 35,000 OR MORE
TOTAL HEARD OF	2194	278	1911	581	1358	704	510	675	296	1163	965	1113	637	1097	328	1072
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	278	24	254	46	142	148	63	93	35	157	101	122	59	110	52	129
	12.7	8.6	13.3	7.9	10.5	21.0	12.4	13.8	11.8	13.5	10.5	11.0	9.3	10.0	15.9	12.0
BASE	1916	254	1657	535	1216	556	447	582	261	1006	864	991	578	987	276	943
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
HIGH SCORE																
/6/	324	45	279	67	176	127	63	108	49	185	128	143	75	160	61	151
	16.9	17.7	16.8	12.5	14.5	22.8	14.1	18.6	18.8	18.4	14.8	14.4	13.0	16.2	22.1	16.0
/5/	537	71	465	171	352	124	116	154	74	274	253	292	175	295	71	275
	28.0	28.0	28.1	32.0	28.9	22.3	26.0	26.5	28.4	27.2	29.3	29.5	30.3	29.9	25.7	29.2
/4/	550	72	476	163	360	154	137	162	66	275	261	280	165	293	69	275
	28.7	28.3	28.7	30.5	29.6	27.7	30.6	27.8	25.3	27.3	30.2	28.3	28.5	29.7	25.0	29.2
/3/	367	44	321	101	248	104	92	120	57	193	165	211	120	180	54	181
	19.2	17.3	19.4	18.9	20.4	18.7	20.6	20.6	21.8	19.2	19.1	21.3	20.8	18.2	19.6	19.2
/2/	74	14	60	20	45	20	22	20	8	37	36	33	23	31	10	35
	3.9	5.5	3.6	3.7	3.7	3.6	4.9	3.4	3.1	3.7	4.2	3.3	4.0	3.1	3.6	3.7
/1/	64	8	56	13	35	27	17	18	7	42	21	32	20	28	11	26
	3.3	3.1	3.4	2.4	2.9	4.9	3.8	3.1	2.7	4.2	2.4	3.2	3.5	2.8	4.0	2.8
LOW SCORE																
MEAN	4.25	4.26	4.25	4.23	4.21	4.28	4.12	4.27	4.30	4.25	4.24	4.21	4.17	4.29	4.31	4.26

Q5B. QUALITY RATING OF

NUTRITION

STORE BRANDS

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	WEST	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL HEARD OF	2194	278	1911	581	1358	704	310	675	296	1163	965	1113	637	1097	328	1072
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	341	38	303	53	177	167	75	106	48	192	128	154	77	149	62	165
	15.5	13.7	15.9	9.1	13.0	23.7	14.7	15.7	16.2	16.5	13.3	13.8	12.1	13.6	18.9	15.4
BASE	1853	240	1608	528	1181	537	435	569	248	971	837	959	560	948	266	907
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
HIGH SCORE																
/6/	295	33	261	59	176	106	57	75	51	151	135	142	84	144	46	140
	15.9	13.8	16.2	11.2	14.9	19.7	13.1	13.2	20.6	15.6	16.1	14.8	15.0	15.2	17.3	15.4
/5/	443	51	392	124	283	131	107	136	55	226	206	235	133	238	63	212
	23.9	21.3	24.4	23.5	24.0	24.4	24.6	23.9	22.2	23.3	24.6	24.5	23.8	25.1	23.7	23.4
/4/	567	83	481	169	357	155	144	167	64	301	253	289	176	298	78	293
	30.6	34.6	29.9	32.0	30.2	28.9	33.1	29.3	25.8	31.0	30.2	30.1	31.4	31.4	29.3	32.3
/3/	427	54	373	139	288	110	98	144	67	232	191	230	133	214	60	206
	23.0	22.5	23.2	26.3	24.4	20.5	22.5	25.3	27.0	23.9	22.8	24.0	23.8	22.6	22.6	22.7
/2/	67	9	58	22	46	16	16	30	5	30	34	36	19	33	10	28
	3.6	3.8	3.6	4.2	3.9	3.0	3.7	5.3	2.0	3.1	4.1	3.8	3.4	3.5	3.8	3.1
/1/	54	10	43	15	31	19	13	17	6	31	18	27	15	21	9	28
	2.9	4.2	2.7	2.8	2.6	3.5	3.0	3.0	2.4	3.2	2.2	2.8	2.7	2.2	3.4	3.1
LOW SCORE																
MEAN	4.17	4.06	4.18	4.03	4.14	4.27	4.12	4.05	4.25	4.15	4.19	4.14	4.15	4.19	4.18	4.16

Q5B. QUALITY RATING OF

DEPENDABILITY

STORE BRANDS

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	WEST	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL HEARD OF	2194	278	1911	581	1358	704	510	675	296	1163	965	1113	637	1097	328	1072
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	289	29	260	45	146	153	65	90	38	168	100	125	62	121	56	133
	13.2	10.4	13.6	7.7	10.8	21.7	12.7	13.3	12.8	14.4	10.4	11.2	9.7	11.0	17.1	12.4
BASE	1905	249	1651	536	1212	551	445	585	258	995	865	988	575	976	272	939
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
HIGH SCORE																
/6/	308	40	268	66	179	112	61	100	38	170	130	146	90	141	52	141
	16.2	16.1	16.2	12.3	14.8	20.3	13.7	17.1	14.7	17.1	15.0	14.8	15.7	14.4	19.1	15.0
/5/	478	72	406	152	312	115	115	135	63	252	219	255	145	265	68	228
	25.1	28.9	24.6	28.4	25.7	20.9	25.8	23.1	24.4	25.3	25.3	25.8	25.2	27.2	25.0	24.3
/4/	541	72	465	160	337	155	122	165	74	274	250	274	168	291	71	281
	28.4	28.9	28.2	29.9	27.8	28.1	27.4	28.2	28.7	27.5	28.9	27.7	29.2	29.8	26.1	29.9
/3/	367	38	328	111	248	97	89	120	47	191	170	204	110	186	49	191
	19.3	15.3	19.9	20.7	20.5	17.6	20.0	20.5	18.2	19.2	19.7	20.6	19.1	19.1	18.0	20.3
/2/	120	14	106	31	85	35	33	38	23	54	63	64	36	56	17	60
	6.3	5.6	6.4	5.8	7.0	6.4	7.4	6.5	8.9	5.4	7.3	6.5	6.3	5.7	6.3	6.4
/1/	91	13	78	16	51	37	25	27	13	54	33	45	26	37	15	38
	4.8	5.2	4.7	3.0	4.2	6.7	5.6	4.6	5.0	5.4	3.8	4.6	4.5	3.8	5.5	4.0
LOW SCORE																
MEAN	4.11	4.19	4.10	4.12	4.08	4.11	4.02	4.10	4.03	4.13	4.10	4.08	4.11	4.14	4.16	4.09

Q5B. QUALITY RATING OF

PRICE

'NO FRILLS' BRANDS

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	WEST	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL HEARD OF	2015	255	1755	542	1265	629	470	623	266	1067	895	1030	595	1013	295	998
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	594	62	531	104	327	270	142	195	77	315	249	266	141	264	97	309
	29.5	24.3	30.3	19.2	25.8	42.9	30.2	31.3	28.9	29.5	27.8	25.8	23.7	26.1	32.9	31.0
BASE	1421	193	1224	438	938	359	328	428	189	752	646	764	454	749	198	689
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
HIGH SCORE																
/6/	58	11	47	12	30	17	15	17	7	37	20	25	17	27	9	25
	4.1	5.7	3.8	2.7	3.2	4.7	4.6	4.0	3.7	4.9	3.1	3.3	3.7	3.6	4.5	3.6
/5/	38	5	33	6	25	13	7	11	6	23	15	20	10	14	5	15
	2.7	2.6	2.7	1.4	2.7	3.6	2.1	2.6	3.2	3.1	2.3	2.6	2.2	1.9	2.5	2.2
/4/	137	17	120	34	86	43	30	34	20	69	67	74	43	63	16	70
	9.6	8.8	9.8	7.8	9.2	12.0	9.1	7.9	10.6	9.2	10.4	9.7	9.5	8.4	8.1	10.2
/3/	359	56	300	109	225	91	72	117	50	185	170	184	104	187	47	174
	25.3	29.0	24.5	24.9	24.0	25.3	22.0	27.3	26.5	24.6	26.3	24.1	22.9	25.0	23.7	25.3
/2/	409	49	359	144	298	88	98	120	54	213	190	234	149	226	55	194
	28.8	25.4	29.3	32.9	31.8	24.5	29.9	28.0	28.6	28.3	29.4	30.6	32.8	30.2	27.8	28.2
/1/	420	55	365	133	274	107	106	129	52	225	184	227	131	232	66	211
	29.6	28.5	29.8	30.4	29.2	29.8	32.3	30.1	27.5	29.9	28.5	29.7	28.9	31.0	33.3	30.6
LOW SCORE																
MEAN	2.39	2.49	2.38	2.25	2.34	2.49	2.33	2.37	2.44	2.42	2.38	2.35	2.35	2.31	2.32	2.36

Q5B. QUALITY RATING OF

TASTE

'NO FRILLS' BRANDS

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	WEST	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL HEARD OF	2015	255	1755	542	1265	629	470	623	266	1067	895	1030	595	1013	295	998
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	673	73	599	131	379	289	158	213	94	357	288	299	159	307	101	357
	33.4	28.6	34.1	24.2	30.0	45.9	33.6	34.2	35.3	33.5	32.2	29.0	26.7	30.3	34.2	35.8
BASE	1342	182	1156	411	886	340	312	410	172	710	607	731	436	706	194	641
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
HIGH SCORE																
/6/	54	12	42	8	31	18	8	22	8	25	24	31	15	23	12	28
	4.0	6.6	3.6	1.9	3.5	5.3	2.6	5.4	4.7	3.5	4.0	4.2	3.4	3.3	6.2	4.4
/5/	102	8	92	37	69	28	15	34	16	58	40	53	36	59	13	45
	7.6	4.4	8.0	9.0	7.8	8.2	4.8	8.3	9.3	8.2	6.6	7.3	8.3	8.4	6.7	7.0
/4/	270	37	232	82	169	72	55	91	36	147	121	145	88	141	35	131
	20.1	20.3	20.1	20.0	19.1	21.2	17.6	22.2	20.9	20.7	19.9	19.8	20.2	20.0	18.0	20.4
/3/	427	71	355	129	275	104	94	125	51	230	189	222	127	236	59	186
	31.8	39.0	30.7	31.4	31.0	30.6	30.1	30.5	29.7	32.4	31.1	30.4	29.1	33.4	30.4	29.0
/2/	283	32	251	96	206	64	86	80	32	148	132	164	97	154	40	155
	21.1	17.6	21.7	23.4	23.3	18.8	27.6	19.5	18.6	20.8	21.7	22.4	22.2	21.8	20.6	24.2
/1/	206	22	184	59	136	54	54	58	29	102	101	116	73	93	35	96
	15.4	12.1	15.9	14.4	15.3	15.9	17.3	14.1	16.9	14.4	16.6	15.9	16.7	13.2	18.0	15.0
LOW SCORE																
MEAN	2.96	3.07	2.93	2.92	2.91	3.03	2.73	3.07	3.01	2.98	2.90	2.93	2.91	2.98	2.93	2.93

Q5B. QUALITY RATING OF

VALUE

'NO FRILLS' BRANDS

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	WEST	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL HEARD OF	2015	255	1755	542	1265	629	470	623	266	1067	895	1030	595	1013	295	998
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	649	67	581	127	371	281	153	211	90	340	281	292	158	298	97	349
	32.2	26.3	33.1	23.4	29.3	44.7	32.6	33.9	33.8	31.9	31.4	28.3	26.6	29.4	32.9	35.0
BASE	1366	188	1174	415	894	348	317	412	176	727	614	738	437	715	198	649
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
HIGH SCORE																
/6/	191	32	159	51	117	50	43	61	22	109	76	101	60	102	29	97
	14.0	17.0	13.5	12.3	13.1	14.4	13.6	14.8	12.5	15.0	12.4	13.7	13.7	14.3	14.6	14.9
/5/	227	37	189	68	144	56	51	65	24	130	96	118	61	132	30	116
	16.6	19.7	16.1	16.4	16.1	16.1	16.1	15.8	13.6	17.9	15.6	16.0	14.0	18.5	15.2	17.9
/4/	244	30	212	87	166	54	48	78	35	123	113	135	85	131	38	100
	17.9	16.0	18.1	21.0	18.6	15.5	15.1	18.9	19.9	16.9	18.4	18.3	19.5	18.3	19.2	15.4
/3/	322	43	279	98	213	82	76	108	39	162	153	169	102	166	45	147
	23.6	22.9	23.8	23.6	23.8	23.6	24.0	26.2	22.2	22.3	24.9	22.9	23.3	23.2	22.7	22.7
/2/	194	19	174	63	140	49	50	52	23	101	92	119	69	99	24	100
	14.2	10.1	14.8	15.2	15.7	14.1	15.8	12.6	13.1	13.9	15.0	16.1	15.8	13.8	12.1	15.4
/1/	188	27	161	48	114	57	49	48	33	102	84	96	60	85	32	89
	13.8	14.4	13.7	11.6	12.8	16.4	15.5	11.7	18.8	14.0	13.7	13.0	13.7	11.9	16.2	13.7
LOW SCORE																
MEAN	3.51	3.68	3.49	3.52	3.49	3.44	3.41	3.59	3.34	3.56	3.44	3.49	3.45	3.60	3.49	3.53

Q5B. QUALITY RATING OF

NUTRITION

'NO FRILLS' BRANDS

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	WEST	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	25,000 OR LESS	35,000 OR MORE
TOTAL HEARD OF	2015	255	1755	542	1265	629	470	623	266	1067	895	1030	595	1013	295	998
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	712	76	635	142	407	299	172	226	95	378	306	325	178	328	105	383
	35.3	29.8	36.2	26.2	32.2	47.5	36.6	36.3	35.7	35.4	34.2	31.6	29.9	32.4	35.6	38.4
BASE	1303	179	1120	400	858	330	298	397	171	689	589	705	417	685	190	615
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
HIGH SCORE																
/6/	140	20	119	28	95	40	23	40	20	66	70	74	40	77	22	69
	10.7	11.2	10.6	7.0	11.1	12.1	7.7	10.1	11.7	9.6	11.9	10.5	9.6	11.2	11.6	11.2
/5/	200	20	180	51	134	62	44	56	34	99	98	112	63	110	26	92
	15.3	11.2	16.1	12.7	15.6	18.8	14.8	14.1	19.9	14.4	16.6	15.9	15.1	16.1	13.7	15.0
/4/	358	52	305	124	233	84	94	107	35	197	153	187	119	192	50	176
	27.5	29.1	27.2	31.0	27.2	25.5	31.5	27.0	20.5	28.6	26.0	26.5	28.5	28.0	26.3	28.6
/3/	345	49	296	112	236	78	67	116	51	180	160	189	113	189	47	168
	26.5	27.4	26.4	28.0	27.5	23.6	22.5	29.2	29.8	26.1	27.2	26.8	27.1	27.6	24.7	27.3
/2/	148	18	129	55	95	34	41	47	17	86	60	85	51	76	26	62
	11.4	10.1	11.5	13.7	11.1	10.3	13.8	11.8	9.9	12.5	10.2	12.1	12.2	11.1	13.7	10.1
/1/	112	20	91	30	65	32	29	31	14	61	48	58	31	41	19	48
	8.6	11.2	8.1	7.5	7.6	9.7	9.7	7.8	8.2	8.9	8.1	8.2	7.4	6.0	10.0	7.8
LOW SCORE																
MEAN	3.62	3.53	3.63	3.49	3.65	3.70	3.51	3.58	3.69	3.56	3.68	3.61	3.60	3.71	3.55	3.67

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Q58. QUALITY RATING OF

DEPENDABILITY

'NO FRILLS' BRANDS

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	WEST	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL HEARD OF	2015	255	1755	542	1265	629	470	623	266	1067	895	1030	595	1013	295	998
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	660	71	588	128	372	286	155	213	92	356	277	294	158	300	100	348
	32.8	27.8	33.5	23.6	29.4	45.5	33.0	34.2	34.6	33.4	30.9	28.5	26.6	29.6	33.9	34.9
BASE	1355	184	1167	414	893	343	315	410	174	711	618	736	437	713	195	650
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
HIGH SCORE																
/6/	64	11	53	14	40	18	13	25	7	38	24	39	24	30	14	36
	4.7	6.0	4.5	3.4	4.5	5.2	4.1	6.1	4.0	5.3	3.9	5.3	5.5	4.2	7.2	5.5
/5/	107	17	89	37	69	26	16	32	10	68	37	56	30	53	16	45
	7.9	9.2	7.6	8.9	7.7	7.6	5.1	7.8	5.7	9.6	6.0	7.6	6.9	7.4	8.2	6.9
/4/	220	30	189	64	141	54	46	69	25	111	106	125	84	121	29	107
	16.2	16.3	16.2	15.5	15.8	15.7	14.6	16.8	14.4	15.6	17.2	17.0	19.2	17.0	14.9	16.5
/3/	369	51	317	115	240	95	87	116	50	198	162	201	115	196	48	164
	27.2	27.7	27.2	27.8	26.9	27.7	27.6	28.3	28.7	27.8	26.2	27.3	26.3	27.5	24.6	25.2
/2/	303	37	266	97	210	72	73	85	48	150	149	162	91	172	43	153
	22.4	20.1	22.8	23.4	23.5	21.0	23.2	20.7	27.6	21.1	24.1	22.0	20.8	24.1	22.1	23.5
/1/	292	38	253	87	193	78	80	83	34	146	140	153	93	141	45	145
	21.5	20.7	21.7	21.0	21.6	22.7	25.4	20.2	19.5	20.5	22.7	20.8	21.3	19.8	23.1	22.3
LOW SCORE																
MEAN	2.81	2.91	2.79	2.78	2.78	2.80	2.63	2.90	2.71	2.89	2.71	2.85	2.86	2.81	2.85	2.79

Q6. FREQUENCY OF PURCHASING THE FOLLOWING TYPES OF 'NO FRILLS' PRODUCTS

PAPER GOODS

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	WEST	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	2277	285	1987	595	1394	749	530	698	306	1216	991	1153	655	1127	353	1102
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	71	14	57	10	38	29	19	15	11	39	26	29	13	45	14	29
	3.1	4.9	2.9	1.7	2.6	3.9	3.6	2.1	3.6	3.2	2.6	2.5	2.0	4.0	4.0	2.6
BASE	2206	271	1930	585	1358	720	511	683	295	1177	965	1124	642	1082	339	1073
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
VERY OFTEN	498	58	438	117	296	177	95	169	66	263	216	267	163	245	88	235
	22.6	21.4	22.7	20.0	21.8	24.6	18.6	24.7	22.4	22.3	22.4	23.8	25.4	22.6	26.0	21.9
FAIRLY OFTEN	360	58	302	107	222	101	67	142	45	193	156	194	106	186	60	162
	16.3	21.4	15.6	18.3	16.3	14.0	13.1	20.8	15.3	16.4	16.2	17.3	16.5	17.2	17.7	15.1
SOMETIMES	421	50	370	116	266	126	100	119	55	220	188	227	124	204	71	195
	19.1	18.5	19.2	19.8	19.6	17.5	19.6	17.4	18.6	18.7	19.5	20.2	19.3	18.9	20.9	18.2
HARDLY EVER	356	41	314	93	225	118	92	93	41	182	169	171	102	172	48	171
	16.1	15.1	16.3	15.9	16.6	16.4	18.0	13.6	13.9	15.5	17.5	15.2	15.9	15.9	14.2	15.9
NEVER	571	64	506	152	349	198	157	160	88	319	236	265	147	275	72	310
	25.9	23.6	26.2	26.0	25.7	27.5	30.7	23.4	29.8	27.1	24.5	23.6	22.9	25.4	21.2	28.9

Audits & Surveys, Inc.

Q6. FREQUENCY OF PURCHASING THE FOLLOWING TYPES OF 'NO FRILLS' PRODUCTS

CANNED GOODS

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE GRAD	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	WEST	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	2277 100.0	285 100.0	1987 100.0	595 100.0	1394 100.0	749 100.0	530 100.0	698 100.0	306 100.0	1216 100.0	991 100.0	1153 100.0	655 100.0	1127 100.0	353 100.0	1102 100.0
NO ANSWER	87 3.8	16 5.6	71 3.6	11 1.8	40 2.9	41 5.5	26 4.9	23 3.3	8 2.6	51 4.2	32 3.2	34 2.9	15 2.3	47 4.2	22 6.2	31 2.8
BASE	2190 100.0	269 100.0	1916 100.0	584 100.0	1354 100.0	708 100.0	504 100.0	675 100.0	298 100.0	1165 100.0	959 100.0	1119 100.0	640 100.0	1080 100.0	331 100.0	1071 100.0
VERY OFTEN	172 7.9	19 7.1	153 8.0	40 6.8	114 8.4	56 7.9	29 5.8	58 8.6	19 6.4	88 7.6	82 8.6	92 8.2	55 8.6	80 7.4	44 13.3	77 7.2
FAIRLY OFTEN	257 11.7	31 11.5	224 11.7	56 9.6	149 11.0	96 13.6	39 7.7	93 13.8	37 12.4	130 11.2	113 11.8	145 13.0	80 12.5	123 11.4	40 12.1	117 10.9
SOMETIMES	476 21.7	67 24.9	409 21.3	132 22.6	285 21.0	150 21.2	88 17.5	167 24.7	67 22.5	267 22.9	194 20.2	242 21.6	137 21.4	234 21.7	80 24.2	208 19.4
HARDLY EVER	552 25.2	67 24.9	483 25.2	146 25.0	344 25.4	176 24.9	128 25.4	177 26.2	70 23.5	298 25.6	241 25.1	287 25.6	167 26.1	266 24.6	67 20.2	278 26.0
NEVER	733 33.5	85 31.6	647 33.8	210 36.0	462 34.1	230 32.5	220 43.7	180 26.7	105 35.2	382 32.8	329 34.3	353 31.5	201 31.4	377 34.9	100 30.2	391 36.5

Q6. FREQUENCY OF PURCHASING THE FOLLOWING TYPES OF 'NO FRILLS' PRODUCTS

FROZEN PRODUCTS

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	WEST	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	2277	285	1987	595	1394	749	530	698	306	1216	991	1153	655	1127	353	1102
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	85	15	70	9	41	40	25	21	11	44	35	32	15	47	18	34
	3.7	5.3	3.5	1.5	2.9	5.3	4.7	3.0	3.6	3.6	3.5	2.8	2.3	4.2	5.1	3.1
BASE	2192	270	1917	586	1353	709	505	677	295	1172	956	1121	640	1080	335	1068
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
VERY OFTEN	175	15	159	35	99	72	27	62	23	90	75	90	49	66	36	79
	8.0	5.6	8.3	6.0	7.3	10.2	5.3	9.2	7.8	7.7	7.8	8.0	7.7	6.1	10.7	7.4
FAIRLY OFTEN	180	22	158	37	111	67	34	61	26	99	72	94	57	88	25	83
	8.2	8.1	8.2	6.3	8.2	9.4	6.7	9.0	8.8	8.4	7.5	8.4	8.9	8.1	7.5	7.8
SOMETIMES	304	39	264	101	186	79	48	118	42	168	129	166	88	158	71	135
	13.9	14.4	13.8	17.2	13.7	11.1	9.5	17.4	14.2	14.3	13.5	14.8	13.7	14.6	21.2	12.6
HARDLY EVER	477	68	407	140	292	143	99	165	65	259	205	259	160	237	67	221
	21.8	25.2	21.2	23.9	21.6	20.2	19.6	24.4	22.0	22.1	21.4	23.1	25.0	21.9	20.0	20.7
NEVER	1056	126	929	273	665	348	297	271	139	556	475	512	286	531	136	550
	48.2	46.7	48.5	46.6	49.2	49.1	58.8	40.0	47.1	47.4	49.7	45.7	44.7	49.2	40.6	51.5

Q6. FREQUENCY OF PURCHASING THE FOLLOWING TYPES OF 'NO FRILLS' PRODUCTS

CLEANING PRODUCTS

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	WEST	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	2277	285	1987	595	1394	749	530	698	306	1216	991	1153	655	1127	353	1102
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	89	16	73	12	42	41	27	21	11	54	31	36	17	44	20	32
	3.9	5.6	3.7	2.0	3.0	5.5	5.1	3.0	3.6	4.4	3.1	3.1	2.6	3.9	5.7	2.9
BASE	2188	269	1914	583	1352	708	503	677	295	1162	960	1117	638	1083	333	1070
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
VERY OFTEN	265	28	237	47	151	112	54	86	38	142	107	135	82	115	51	124
	12.1	10.4	12.4	8.1	11.2	15.8	10.7	12.7	12.9	12.2	11.1	12.1	12.9	10.6	15.3	11.6
FAIRLY OFTEN	276	38	237	80	168	87	52	108	36	147	120	151	77	147	54	122
	12.6	14.1	12.4	13.7	12.4	12.3	10.3	16.0	12.2	12.7	12.5	13.5	12.1	13.6	16.2	11.4
SOMETIMES	415	67	348	124	258	106	94	126	56	227	178	222	136	216	60	216
	19.0	24.9	18.2	21.3	19.1	15.0	18.7	18.6	19.0	19.5	18.5	19.9	21.3	19.9	18.0	20.2
HARDLY EVER	449	49	397	122	291	129	100	130	56	224	214	236	132	212	66	204
	20.5	18.2	20.7	20.9	21.5	18.2	19.9	19.2	19.0	19.3	22.3	21.1	20.7	19.6	19.8	19.1
NEVER	783	87	695	210	484	274	203	227	109	422	341	373	211	393	102	404
	35.8	32.3	36.3	36.0	35.8	38.7	40.4	33.5	36.9	36.3	35.5	33.4	33.1	36.3	30.6	37.8

Q6. FREQUENCY OF PURCHASING THE FOLLOWING TYPES OF 'NO FRILLS' PRODUCTS

SUGAR/SALT

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	WEST	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	2277	285	1987	595	1394	749	530	698	306	1216	991	1153	655	1127	353	1102
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	80	14	66	9	39	36	22	22	9	44	32	31	14	47	18	32
	3.5	4.9	3.3	1.5	2.8	4.8	4.2	3.2	2.9	3.6	3.2	2.7	2.1	4.2	5.1	2.9
BASE	2197	271	1921	586	1355	713	508	676	297	1172	959	1122	641	1080	335	1070
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
VERY OFTEN	271	32	239	79	170	81	60	85	32	136	126	146	85	147	61	113
	12.3	11.8	12.4	13.5	12.5	11.4	11.8	12.6	10.8	11.6	13.1	13.0	13.3	13.6	18.2	10.6
FAIRLY OFTEN	292	43	249	87	176	91	58	98	36	158	126	157	85	134	52	126
	13.3	15.9	13.0	14.8	13.0	12.8	11.4	14.5	12.1	13.5	13.1	14.0	13.3	12.4	15.5	11.8
SOMETIMES	421	56	362	113	259	123	86	140	58	225	176	213	128	209	57	215
	19.2	20.7	18.8	19.3	19.1	17.3	16.9	20.7	19.5	19.2	18.4	19.0	20.0	19.4	17.0	20.1
HARDLY EVER	322	46	276	69	193	105	63	107	38	168	151	167	93	152	42	157
	14.7	17.0	14.4	11.8	14.2	14.7	12.4	15.8	12.8	14.3	15.7	14.9	14.5	14.1	12.5	14.7
NEVER	891	94	795	238	557	313	241	246	133	485	380	439	250	438	123	459
	40.6	34.7	41.4	40.6	41.1	43.9	47.4	36.4	44.8	41.4	39.6	39.1	39.0	40.6	36.7	42.9

Q6. FREQUENCY OF PURCHASING THE FOLLOWING TYPES OF 'NO FRILLS' PRODUCTS

FLOUR

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	WEST	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	2277	285	1987	595	1394	749	330	698	306	1216	991	1153	655	1127	353	1102
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	77	13	64	10	39	34	22	19	8	42	31	31	13	46	18	31
	3.4	4.6	3.2	1.7	2.8	4.5	4.2	2.7	2.6	3.5	3.1	2.7	2.0	4.1	5.1	2.8
BASE	2200	272	1923	585	1355	715	308	679	298	1174	960	1122	642	1081	335	1071
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
VERY OFTEN	197	25	171	55	116	65	45	53	29	102	88	105	59	101	44	79
	9.0	9.2	8.9	9.4	8.6	9.1	8.9	7.8	9.7	8.7	9.2	9.4	9.2	9.3	13.1	7.4
FAIRLY OFTEN	236	28	208	64	142	81	41	91	24	124	104	123	63	112	50	99
	10.7	10.3	10.8	10.9	10.5	11.3	8.1	13.4	8.1	10.6	10.8	11.0	9.8	10.4	14.9	9.2
SOMETIMES	276	35	241	79	172	84	44	109	39	145	119	148	87	132	42	145
	12.5	12.9	12.5	13.5	12.7	11.7	8.7	16.1	13.1	12.4	12.4	13.2	13.6	12.2	12.5	13.5
HARDLY EVER	352	53	298	86	214	107	64	124	42	194	152	182	107	169	51	173
	16.0	19.5	15.5	14.7	15.8	15.0	12.6	18.3	14.1	16.5	15.8	16.2	16.7	15.6	15.2	16.2
NEVER	1139	131	1005	301	711	378	314	302	164	609	497	564	326	567	148	575
	51.8	48.2	52.3	51.5	52.5	52.9	61.8	44.5	55.0	51.9	51.8	50.3	50.8	52.5	44.2	53.7

Q6. FREQUENCY OF PURCHASING THE FOLLOWING TYPES OF 'NO FRILLS' PRODUCTS

PAPER GOODS

AMONG THOSE EVER TRIED NO FRILLS BRANDS

			FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
	TOTAL	MALE	TOTAL	18-34	25-54	50+	NORTH EAST	WEST	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	1329	170	1155	378	861	377	307	417	167	693	604	715	422	688	205	636
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	6	1	5	1	4	3	2	1	2	2	3	2	1	3	1	2
	0.5	0.6	0.4	0.3	0.5	0.8	0.7	0.2	1.2	0.3	0.5	0.3	0.2	0.4	0.5	0.3
BASE	1323	169	1150	377	857	374	305	416	165	691	601	713	421	685	204	634
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
VERY OFTEN	350	42	306	99	218	102	67	127	45	187	152	198	124	192	58	165
	26.5	24.9	26.6	26.3	25.4	27.3	22.0	30.5	27.3	27.1	25.3	27.8	29.5	28.0	28.4	26.0
FAIRLY OFTEN	268	45	223	83	173	68	51	101	30	136	122	150	86	143	46	124
	20.3	26.6	19.4	22.0	20.2	18.2	16.7	24.3	18.2	19.7	20.3	21.0	20.4	20.9	22.5	19.6
SOMETIMES	304	35	268	84	200	83	74	83	41	157	143	166	93	153	52	143
	23.0	20.7	23.3	22.3	23.3	22.2	24.3	20.0	24.8	22.7	23.8	23.3	22.1	22.3	25.5	22.6
HARDLY EVER	254	28	225	68	165	81	71	63	31	130	120	125	71	124	35	119
	19.2	16.6	19.6	18.0	19.3	21.7	23.3	15.1	18.8	18.8	20.0	17.5	16.9	18.1	17.2	18.8
NEVER	147	19	128	43	101	40	42	42	18	81	64	74	47	73	13	83
	11.1	11.2	11.1	11.4	11.8	10.7	13.8	10.1	10.9	11.7	10.6	10.4	11.2	10.7	6.4	13.1

Q6. FREQUENCY OF PURCHASING THE FOLLOWING TYPES OF 'NO FRILLS' PRODUCTS

CANNED GOODS

AMONG THOSE EVER TRIED NO FRILLS BRANDS

			FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-	INCOME	
	TOTAL	MALE	TOTAL	18-34	25-54	50+	NORTH EAST	WEST	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	LEGE GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	1329	170	1155	378	861	377	307	417	167	693	604	715	422	688	205	636
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	14	3	11	2	6	7	5	4	2	9	5	4	3	6	3	4
	1.1	1.8	1.0	0.5	0.7	1.9	1.6	1.0	1.2	1.3	0.8	0.6	0.7	0.9	1.5	0.6
BASE	1315	167	1144	376	855	370	302	413	165	684	599	711	419	682	202	632
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
VERY OFTEN	122	16	106	35	84	32	21	46	13	61	59	65	41	62	34	54
	9.3	9.6	9.3	9.3	9.8	8.6	7.0	11.1	7.9	8.9	9.8	9.1	9.8	9.1	16.8	8.5
FAIRLY OFTEN	188	24	162	47	111	63	28	71	24	97	82	112	62	95	28	85
	14.3	14.4	14.2	12.5	13.0	17.0	9.3	17.2	14.5	14.2	13.7	15.8	14.8	13.9	13.9	13.4
SOMETIMES	383	57	326	108	236	110	73	133	52	211	163	203	122	200	58	170
	29.1	34.1	28.5	28.7	27.6	29.7	24.2	32.2	31.5	30.8	27.2	28.6	29.1	29.3	28.7	26.9
HARDLY EVER	429	48	379	121	284	126	101	131	51	225	195	230	135	214	51	218
	32.6	28.7	33.1	32.2	33.2	34.1	33.4	31.7	30.9	32.9	32.6	32.3	32.2	31.4	25.2	34.5
NEVER	193	22	171	65	140	39	79	32	25	90	100	101	59	111	31	105
	14.7	13.2	14.9	17.3	16.4	10.5	26.2	7.7	15.2	13.2	16.7	14.2	14.1	16.3	15.3	16.6

Q6. FREQUENCY OF PURCHASING THE FOLLOWING TYPES OF 'NO FRILLS' PRODUCTS

FROZEN PRODUCTS

AMONG THOSE EVER TRIED NO FRILLS BRANDS

			FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-	INCOME	
	TOTAL	MALE	TOTAL	18-34	25-54	50+	NORTH EAST	WEST	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	LEGE GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	1329	170	1155	378	861	377	307	417	167	693	604	715	422	688	205	636
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	16	3	13	1	7	8	6	3	5	5	9	4	2	6	4	7
	1.2	1.8	1.1	0.3	0.8	2.1	2.0	0.7	3.0	0.7	1.5	0.6	0.5	0.9	2.0	1.1
BASE	1313	167	1142	377	854	369	301	414	162	688	595	711	420	682	201	629
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
VERY OFTEN	97	10	86	24	60	31	13	45	10	50	41	52	32	40	18	50
	7.4	6.0	7.5	6.4	7.0	8.4	4.3	10.9	6.2	7.3	6.9	7.3	7.6	5.9	9.0	7.9
FAIRLY OFTEN	110	15	95	28	74	34	19	41	13	59	46	65	38	65	14	52
	8.4	9.0	8.3	7.4	8.7	9.2	6.3	9.9	8.0	8.6	7.7	9.1	9.0	9.5	7.0	8.3
SOMETIMES	231	30	200	81	149	51	40	82	30	122	104	129	69	123	54	100
	17.6	18.0	17.5	21.5	17.4	13.8	13.3	19.8	18.5	17.7	17.5	18.1	16.4	18.0	26.9	15.9
HARDLY EVER	377	53	322	112	236	107	82	130	49	204	165	210	135	192	49	175
	28.7	31.7	28.2	29.7	27.6	29.0	27.2	31.4	30.2	29.7	27.7	29.5	32.1	28.2	24.4	27.8
NEVER	498	59	439	132	335	146	147	116	60	253	239	255	146	262	66	252
	37.9	35.3	38.4	35.0	39.2	39.6	48.8	28.0	37.0	36.8	40.2	35.9	34.8	38.4	32.8	40.1

Q6. FREQUENCY OF PURCHASING THE FOLLOWING TYPES OF 'NO FRILLS' PRODUCTS

CLEANING PRODUCTS

AMONG THOSE EVER TRIED NO FRILLS BRANDS

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	WEST	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	1329	170	1155	378	861	377	307	417	167	693	604	715	422	688	205	636
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	14	1	13	2	7	8	6	2	3	8	6	7	3	4	5	5
	1.1	0.6	1.1	0.5	0.8	2.1	2.0	0.5	1.8	1.2	1.0	1.0	0.7	0.6	2.4	0.8
BASE	1315	169	1142	376	854	369	301	415	164	685	598	708	419	684	200	631
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
VERY OFTEN	167	19	148	37	107	52	34	62	23	86	72	92	61	83	27	83
	12.7	11.2	13.0	9.8	12.5	14.1	11.3	14.9	14.0	12.6	12.0	13.0	14.6	12.1	13.5	13.2
FAIRLY OFTEN	199	30	168	65	125	53	40	78	25	99	92	112	54	111	45	86
	15.1	17.8	14.7	17.3	14.6	14.4	13.3	18.8	15.2	14.5	15.4	15.8	12.9	16.2	22.5	13.6
SOMETIMES	319	53	266	98	202	77	78	92	42	179	136	173	111	171	48	163
	24.3	31.4	23.3	26.1	23.7	20.9	25.9	22.2	25.6	26.1	22.7	24.4	26.5	25.0	24.0	25.8
HARDLY EVER	340	34	303	91	228	95	76	104	36	167	166	185	105	168	47	161
	25.9	20.1	26.5	24.2	26.7	25.7	25.2	25.1	22.0	24.4	27.8	26.1	25.1	24.6	23.5	25.5
NEVER	290	33	257	85	192	92	73	79	38	154	132	146	88	151	33	138
	22.1	19.5	22.5	22.6	22.5	24.9	24.3	19.0	23.2	22.5	22.1	20.6	21.0	22.1	16.5	21.9

Q6. FREQUENCY OF PURCHASING THE FOLLOWING TYPES OF 'NO FRILLS' PRODUCTS

SUGAR/SALT

AMONG THOSE EVER TRIED NO FRILLS BRANDS

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	WEST	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	1329	170	1155	378	861	377	307	417	167	693	604	715	422	688	205	636
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	9	1	8	1	5	4	4	2	2	4	5	3	2	5	2	4
	0.7	0.6	0.7	0.3	0.6	1.1	1.3	0.5	1.2	0.6	0.8	0.4	0.5	0.7	1.0	0.6
BASE	1320	169	1147	377	856	373	303	415	165	689	599	712	420	683	203	632
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
VERY OFTEN	198	26	172	65	132	49	39	69	22	100	94	110	68	120	41	89
	15.0	15.4	15.0	17.2	15.4	13.1	12.9	16.6	13.3	14.5	15.7	15.4	16.2	17.6	20.2	14.1
FAIRLY OFTEN	215	33	182	73	135	52	46	71	22	110	98	119	70	101	39	92
	16.3	19.5	15.9	19.4	15.8	13.9	15.2	17.1	13.3	16.0	16.4	16.7	16.7	14.8	19.2	14.6
SOMETIMES	308	39	266	86	200	85	64	108	42	166	129	166	98	163	39	155
	23.3	23.1	23.2	22.8	23.4	22.8	21.1	26.0	25.5	24.1	21.5	23.3	23.3	23.9	19.2	24.5
HARDLY EVER	234	33	201	51	147	71	47	72	27	120	113	128	76	111	31	119
	17.7	19.5	17.5	13.5	17.2	19.0	15.5	17.3	16.4	17.4	18.9	18.0	18.1	16.3	15.3	18.8
NEVER	365	38	326	102	242	116	107	95	52	193	165	189	108	188	53	177
	27.7	22.5	28.4	27.1	28.3	31.1	35.3	22.9	31.5	28.0	27.5	26.5	25.7	27.5	26.1	28.0

Q6. FREQUENCY OF PURCHASING THE FOLLOWING TYPES OF 'NO FRILLS' PRODUCTS

FLOUR

/AMONG THOSE EVER TRIED NO FRILLS BRANDS

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	WEST	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	1329	170	1155	378	861	377	307	417	167	693	604	715	422	688	205	636
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	7	1	6	1	4	3	4	*	2	3	4	2	1	4	2	3
	0.5	0.6	0.5	0.3	0.5	0.8	1.3		1.2	0.4	0.7	0.3	0.2	0.6	1.0	0.5
BASE	1322	169	1149	377	857	374	303	417	165	690	600	713	421	684	203	633
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
VERY OFTEN	131	17	113	44	83	36	24	40	19	68	59	73	44	77	28	55
	9.9	10.1	9.8	11.7	9.7	9.6	7.9	9.6	11.5	9.9	9.8	10.2	10.5	11.3	13.8	8.7
FAIRLY OFTEN	156	23	133	51	100	38	28	63	8	76	75	85	47	78	34	66
	11.8	13.6	11.6	13.5	11.7	10.2	9.2	15.1	4.8	11.0	12.5	11.9	11.2	11.4	16.7	10.4
SOMETIMES	207	25	182	60	135	64	36	85	25	107	93	117	69	108	29	108
	15.7	14.8	15.8	15.9	15.8	17.1	11.9	20.4	15.2	15.5	15.5	16.4	16.4	15.8	14.3	17.1
HARDLY EVER	269	40	228	65	169	75	52	91	35	148	117	145	85	133	40	133
	20.3	23.7	19.8	17.2	19.7	20.1	17.2	21.8	21.2	21.4	19.5	20.3	20.2	19.4	19.7	21.0
NEVER	559	64	493	157	370	161	163	136	78	291	256	293	176	288	72	271
	42.3	37.9	42.9	41.6	43.2	43.0	53.8	33.1	47.3	42.2	42.7	41.1	41.8	42.1	35.5	42.8

Q7. EVER SHOPPED IN A GROCERY/DISCOUNT FOOD BOX/CARTON STORE

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	WEST	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	2277	285	1987	595	1394	749	530	698	306	1216	991	1153	655	1127	353	1102
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	20	2	18	4	13	4	8	5	2	8	10	12	7	11	3	11
	0.9	0.7	0.9	0.7	0.9	0.5	1.5	0.7	0.7	0.7	1.0	1.0	1.1	1.0	0.8	1.0
BASE	2257	283	1969	591	1381	745	522	693	304	1208	981	1141	648	1116	350	1091
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
EVER SHOPPED	930	119	808	269	591	269	184	296	128	462	452	483	256	461	165	412
	41.2	42.0	41.0	45.5	42.8	36.1	35.2	42.7	42.1	38.2	46.1	42.3	39.5	41.3	47.1	37.8
IN PAST 2 MONTHS	408	47	361	116	270	118	78	129	63	199	203	219	112	192	85	156
	18.1	16.6	18.3	19.6	19.6	15.8	14.9	18.6	20.7	16.5	20.7	19.2	17.3	17.2	24.3	14.3
NOT IN PAST 2 MONTHS	510	69	438	152	317	146	105	162	62	254	246	261	143	267	74	252
	22.6	24.4	22.2	25.7	23.0	19.6	20.1	23.4	20.4	21.0	25.1	22.9	22.1	23.9	21.1	23.1
DON'T KNOW	12	3	9	1	4	5	1	5	3	9	3	3	1	2	6	4
	0.5	1.1	0.5	0.2	0.3	0.7	0.2	0.7	1.0	0.7	0.3	0.3	0.2	0.2	1.7	0.4
NEVER SHOPPED	1327	164	1161	322	790	476	338	397	176	746	529	658	392	655	185	679
	58.8	58.0	59.0	54.5	57.2	63.9	64.8	57.3	57.9	61.8	53.9	57.7	60.5	58.7	52.9	62.2

Q8. HOW MUCH YOU AGREE OR DISAGREE WITH EACH STATEMENT

'NO FRILLS' BRANDS HAVE GOOD VALUE

			FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL- LEGE	INCOME	
	TOTAL	MALE	TOTAL	18-34	25-54	50+	NORTH EAST	WEST	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	2277	285	1987	595	1394	749	530	698	306	1216	991	1153	655	1127	353	1102
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	182	22	160	21	83	100	50	51	26	106	63	74	40	90	31	68
	8.0	7.7	8.1	3.5	6.0	13.4	9.4	7.3	8.5	8.7	6.4	6.4	6.1	8.0	8.8	6.2
BASE	2095	263	1827	574	1311	649	480	647	280	1110	928	1079	615	1037	322	1014
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
AGREE VERY MUCH	295	46	246	67	180	94	61	97	43	162	123	158	86	163	47	139
	14.1	17.5	13.6	11.7	13.7	14.5	12.7	15.0	15.4	14.6	13.3	14.6	14.0	15.7	14.6	13.7
AGREE SOMEWHAT	1068	129	936	311	670	324	236	326	137	578	465	544	312	540	170	509
	51.0	49.0	51.2	54.2	51.1	49.9	49.2	50.4	48.9	52.1	50.1	50.4	50.7	52.1	52.8	50.2
DISAGREE SOMEWHAT	577	66	510	160	376	172	136	180	79	295	268	311	179	269	81	283
	27.5	25.1	27.9	27.9	28.7	26.5	28.3	27.8	28.2	26.6	28.9	28.8	29.1	25.9	25.2	27.9
DISAGREE VERY MUCH	155	22	133	36	85	59	47	44	21	75	72	66	38	65	24	83
	7.4	8.4	7.3	6.3	6.5	9.1	9.8	6.8	7.5	6.8	7.8	6.1	6.2	6.3	7.5	8.2

Q8. HOW MUCH YOU AGREE OR DISAGREE WITH EACH STATEMENT

MY MENUS DON'T VARY MUCH

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	WEST	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	25,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	2277	285	1987	595	1394	749	530	698	306	1216	991	1153	655	1127	353	1102
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	49	5	44	2	11	37	12	17	7	31	11	14	7	14	15	9
	2.2	1.8	2.2	0.3	0.8	4.9	2.3	2.4	2.3	2.5	1.1	1.2	1.1	1.2	4.2	0.8
BASE	2228	280	1943	593	1383	712	518	681	299	1185	980	1139	648	1113	338	1093
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
AGREE VERY MUCH	111	10	101	19	57	55	24	34	18	62	43	52	31	58	27	55
	5.0	3.6	5.2	3.2	4.1	7.7	4.6	5.0	6.0	5.2	4.4	4.6	4.8	5.2	8.0	5.0
AGREE SOMEWHAT	582	64	518	158	368	183	134	166	79	297	263	307	177	284	88	280
	26.1	22.9	26.7	26.6	26.6	25.7	25.9	24.4	26.4	25.1	26.8	27.0	27.3	25.5	26.0	25.6
DISAGREE SOMEWHAT	733	94	638	215	464	220	164	222	101	390	326	394	222	353	117	337
	32.9	33.6	32.8	36.3	33.6	30.9	31.7	32.6	33.8	32.9	33.3	34.6	34.3	31.7	34.6	30.8
DISAGREE VERY MUCH	802	112	686	201	494	254	196	259	101	436	348	386	218	418	106	421
	36.0	40.0	35.3	33.9	35.7	35.7	37.8	38.0	33.8	36.8	35.5	33.9	33.6	37.6	31.4	38.5

Q8. HOW MUCH YOU AGREE OR DISAGREE WITH EACH STATEMENT

NATIONAL BRANDS ARE OVERPRICED

			FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-	INCOME	
	TOTAL	MALE	TOTAL	18-34	25-54	50+	NORTH EAST	WEST	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	LEGE GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	2277	285	1987	595	1394	749	530	698	306	1216	991	1153	655	1127	353	1102
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	47	3	44	6	18	31	12	15	8	31	12	18	10	20	14	19
	2.1	1.1	2.2	1.0	1.3	4.1	2.3	2.1	2.6	2.5	1.2	1.6	1.5	1.8	4.0	1.7
BASE	2230	282	1943	589	1376	718	518	683	298	1185	979	1135	645	1107	339	1083
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
AGREE VERY MUCH	839	109	730	220	524	275	208	249	113	430	385	425	228	392	151	359
	37.6	38.7	37.6	37.4	38.1	38.3	40.2	36.5	37.9	36.3	39.3	37.4	35.3	35.4	44.5	33.1
AGREE SOMEWHAT	1080	135	941	308	678	322	242	347	140	579	468	559	330	552	155	539
	48.4	47.9	48.4	52.3	49.3	44.8	46.7	50.8	47.0	48.9	47.8	49.3	51.2	49.9	45.7	49.8
DISAGREE SOMEWHAT	267	32	234	54	154	101	59	73	41	149	111	130	70	139	28	159
	12.0	11.3	12.0	9.2	11.2	14.1	11.4	10.7	13.8	12.6	11.3	11.5	10.9	12.6	8.3	14.7
DISAGREE VERY MUCH	44	6	38	7	20	20	9	14	4	27	15	21	17	24	5	26
	2.0	2.1	2.0	1.2	1.5	2.8	1.7	2.0	1.3	2.3	1.5	1.9	2.6	2.2	1.5	2.4

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Q8. HOW MUCH YOU AGREE OR DISAGREE WITH EACH STATEMENT

I USUALLY READ LABELS FOR INGREDIENTS

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	WEST	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	2277	285	1987	595	1394	749	530	698	306	1216	991	1153	655	1127	353	1102
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	31	3	28	1	7	23	10	10	4	25	3	11	4	9	14	7
	1.4	1.1	1.4	0.2	0.5	3.1	1.9	1.4	1.3	2.1	0.3	1.0	0.6	0.8	4.0	0.6
BASE	2246	282	1959	594	1387	726	520	688	302	1191	988	1142	651	1118	339	1095
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
AGREE VERY MUCH	1052	116	935	294	633	371	261	331	134	565	449	535	288	529	188	464
	46.8	41.1	47.7	49.5	45.6	51.1	50.2	48.1	44.4	47.4	45.4	46.8	44.2	47.3	55.5	42.4
AGREE SOMEWHAT	795	103	689	210	513	247	173	233	116	395	380	404	243	405	99	427
	35.4	36.5	35.2	35.4	37.0	34.0	33.3	33.9	38.4	33.2	38.5	35.4	37.3	36.2	29.2	39.0
DISAGREE SOMEWHAT	288	45	242	73	172	77	65	89	38	161	122	154	96	132	36	144
	12.8	16.0	12.4	12.3	12.4	10.6	12.5	12.9	12.6	13.5	12.3	13.5	14.7	11.8	10.6	13.2
DISAGREE VERY MUCH	111	18	93	17	69	31	21	35	14	70	37	49	24	52	16	60
	4.9	6.4	4.7	2.9	5.0	4.3	4.0	5.1	4.6	5.9	3.7	4.3	3.7	4.7	4.7	5.5

Q8. HOW MUCH YOU AGREE OR DISAGREE WITH EACH STATEMENT

QUALITY IS MORE IMPORTANT THAN PRICE

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	WEST	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	2277	285	1987	595	1394	749	538	698	306	1216	991	1153	655	1127	353	1102
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	25	3	22	1	6	19	8	6	3	19	3	9	2	9	10	5
	1.1	1.1	1.1	0.2	0.4	2.5	1.5	0.9	1.0	1.6	0.3	0.8	0.3	0.8	2.8	0.5
BASE	2252	282	1965	594	1388	730	522	692	303	1197	988	1144	653	1118	343	1097
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
AGREE VERY MUCH	1283	163	1118	303	758	459	316	375	179	710	526	624	373	647	190	675
	57.0	57.8	56.9	51.0	54.6	62.9	60.5	54.2	59.1	59.3	53.2	54.5	57.1	57.9	55.4	61.5
AGREE SOMEWHAT	858	103	753	261	561	238	190	283	111	438	403	465	246	408	132	373
	38.1	36.5	38.3	43.9	40.4	32.6	36.4	40.9	36.6	36.6	40.8	40.6	37.7	36.5	38.5	34.0
DISAGREE SOMEWHAT	104	15	88	30	65	29	15	33	11	46	56	53	34	61	20	44
	4.6	5.3	4.5	5.1	4.7	4.0	2.9	4.8	3.6	3.8	5.7	4.6	5.2	5.5	5.8	4.0
DISAGREE VERY MUCH	7	1	6	*	4	4	1	1	2	3	3	2	*	2	1	5
	0.3	0.4	0.3		0.3	0.5	0.2	0.1	0.7	0.3	0.3	0.2		0.2	0.3	0.5

Q8. HOW MUCH YOU AGREE OR DISAGREE WITH EACH STATEMENT

I USUALLY TRY NEW PRODUCTS

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	WEST	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	25,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	2277	285	1987	595	1394	749	530	698	306	1216	991	1153	655	1127	353	1102
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	36	6	30	1	7	25	14	10	4	27	5	9	1	10	8	11
	1.6	2.1	1.5	0.2	0.5	3.3	2.6	1.4	1.3	2.2	0.5	0.8	0.2	0.9	2.3	1.0
BASE	2241	279	1957	594	1387	724	516	688	302	1189	986	1144	654	1117	345	1091
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
AGREE VERY MUCH	685	65	618	158	419	275	166	197	95	381	278	349	207	315	106	340
	30.6	23.3	31.6	26.6	30.2	38.0	32.2	28.6	31.5	32.0	28.2	30.5	31.7	28.2	30.7	31.2
AGREE SOMEWHAT	1172	166	1003	343	736	331	270	352	161	606	531	604	345	586	185	580
	52.3	59.5	51.3	57.7	53.1	45.7	52.3	51.2	53.3	51.0	53.9	52.8	52.8	52.5	53.6	53.2
DISAGREE SOMEWHAT	333	43	290	80	207	97	69	118	44	174	156	169	91	183	41	151
	14.9	15.4	14.8	13.5	14.9	13.4	13.4	17.2	14.6	14.6	15.8	14.8	13.9	16.4	11.9	13.8
DISAGREE VERY MUCH	51	5	46	13	25	21	11	21	2	28	21	22	11	33	13	20
	2.3	1.8	2.4	2.2	1.8	2.9	2.1	3.1	0.7	2.4	2.1	1.9	1.7	3.0	3.8	1.8

Q8. HOW MUCH YOU AGREE OR DISAGREE WITH EACH STATEMENT

CENTS-OFF COUPONS AFFECT MY BRAND CHOICES

			FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
	TOTAL	MALE	TOTAL	18-34	25-54	50+	NORTH EAST	WEST	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	2277	285	1987	595	1394	749	530	698	306	1216	991	1153	655	1127	353	1102
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	56	4	52	6	19	41	18	17	8	41	10	19	10	21	11	19
	2.5	1.4	2.6	1.0	1.4	5.5	3.4	2.4	2.6	3.4	1.0	1.6	1.5	1.9	3.1	1.7
BASE	2221	281	1935	589	1375	708	512	681	298	1175	981	1134	645	1106	342	1083
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
AGREE VERY MUCH	366	36	328	123	238	114	99	91	51	188	167	180	90	190	82	143
	16.5	12.8	17.0	20.9	17.3	16.1	19.3	13.4	17.1	16.0	17.0	15.9	14.0	17.2	24.0	13.2
AGREE SOMEWHAT	795	88	706	222	502	242	171	230	114	410	365	423	248	415	126	380
	35.8	31.3	36.5	37.7	36.5	34.2	33.4	33.8	38.3	34.9	37.2	37.3	38.4	37.5	36.8	35.1
DISAGREE SOMEWHAT	535	69	465	143	336	174	117	182	70	286	229	278	154	255	71	260
	24.1	24.6	24.0	24.3	24.4	24.6	22.9	26.7	23.5	24.3	23.3	24.5	23.9	23.1	20.8	24.0
DISAGREE VERY MUCH	525	88	436	101	299	178	125	178	63	291	220	253	153	246	63	300
	23.6	31.3	22.5	17.1	21.7	25.1	24.4	26.1	21.1	24.8	22.4	22.3	23.7	22.2	18.4	27.7

Audits & Surveys, Inc.

Q8. HOW MUCH YOU AGREE OR DISAGREE WITH EACH STATEMENT

MOST HEALTH FOODS DON'T TASTE GOOD

			FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
	TOTAL	MALE	TOTAL	18-34	25-54	50+	NORTH EAST	WEST	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR LETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	2277	205	1987	595	1394	749	530	698	306	1216	991	1153	655	1127	353	1102
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	81	11	70	9	28	49	23	17	11	52	23	27	15	33	16	38
	3.6	3.9	3.5	1.5	2.0	6.5	4.3	2.4	3.6	4.3	2.3	2.3	2.3	2.9	4.5	3.4
BASE	2196	274	1917	586	1366	700	507	681	295	1164	968	1126	640	1094	337	1064
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
AGREE VERY MUCH	190	27	163	28	102	84	39	62	27	115	65	80	48	76	32	86
	8.7	9.9	8.5	4.8	7.5	12.0	7.7	9.1	9.2	9.9	6.7	7.1	7.5	6.9	9.5	8.1
AGREE SOMEWHAT	599	89	507	130	335	213	133	170	84	303	274	276	153	261	85	276
	27.3	32.5	26.4	22.2	24.5	30.4	26.2	25.0	28.5	26.0	28.3	24.5	23.9	23.9	25.2	25.9
DISAGREE SOMEWHAT	916	101	814	257	610	276	212	275	134	462	434	490	289	470	121	473
	41.7	36.9	42.5	43.9	44.7	39.4	41.8	40.4	45.4	39.7	44.8	43.5	45.2	43.0	35.9	44.5
DISAGREE VERY MUCH	491	57	433	171	319	127	123	174	50	284	195	280	150	287	99	229
	22.4	20.8	22.6	29.2	23.4	18.1	24.3	25.6	16.9	24.4	20.1	24.9	23.4	26.2	29.4	21.5

Q8. HOW MUCH YOU AGREE OR DISAGREE WITH EACH STATEMENT

I USUALLY STAY WITHIN MY FOOD BUDGET

			FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-	INCOME	
	TOTAL	MALE	TOTAL	18-34	25-54	50+	NORTH EAST	WEST	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	LEGE GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	2277	285	1987	595	1394	749	530	698	306	1216	991	1153	655	1127	353	1102
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	56	6	5[illegible]	5	20	33	17	11	6	35	19	19	8	25	13	32
	2.5	2.1	2.5	0.8	1.4	4.4	3.2	1.6	2.0	2.9	1.9	1.6	1.2	2.2	3.7	2.9
BASE	2221	279	1937	590	1374	716	513	687	300	1181	972	1134	647	1102	340	1070
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
AGREE VERY MUCH	409	44	363	109	228	158	102	135	49	240	154	189	104	217	97	156
	18.4	15.8	18.7	18.5	16.6	22.1	19.9	19.7	16.3	20.3	15.8	16.7	16.1	19.7	28.5	14.6
AGREE SOMEWHAT	990	110	878	300	656	281	221	313	122	514	449	546	305	504	146	462
	44.6	39.4	45.3	50.8	47.7	39.2	43.1	45.6	40.7	43.5	46.2	48.1	47.1	45.7	42.9	43.2
DISAGREE SOMEWHAT	571	90	481	140	337	184	122	161	99	285	268	283	173	275	66	315
	25.7	32.3	24.8	23.7	24.5	25.7	23.8	23.4	33.0	24.1	27.6	25.0	26.7	25.0	19.4	29.4
DISAGREE VERY MUCH	251	35	215	41	153	93	68	78	30	142	101	116	65	106	31	137
	11.3	12.5	11.1	6.9	11.1	13.0	13.3	11.4	10.0	12.0	10.4	10.2	10.0	9.6	9.1	12.8

Q8. HOW MUCH YOU AGREE OR DISAGREE WITH EACH STATEMENT

I ENTERTAIN AT HOME MORE OFTEN THAN I USED TO

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	WEST	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	2277	285	1987	595	1394	749	530	698	306	1216	991	1153	655	1127	353	1102
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	57	4	53	4	15	41	18	12	9	39	13	17	10	20	15	25
	2.5	1.4	2.7	0.7	1.1	5.5	3.4	1.7	2.9	3.2	1.3	1.5	1.5	1.8	4.2	2.3
BASE	2220	281	1934	591	1379	708	512	686	297	1177	978	1136	645	1107	338	1077
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
AGREE VERY MUCH	425	50	375	127	260	132	89	143	56	241	167	213	118	229	56	213
	19.1	17.8	19.4	21.5	18.9	18.6	17.4	20.8	18.9	20.5	17.1	18.8	18.3	20.7	16.6	19.8
AGREE SOMEWHAT	657	85	571	208	427	190	147	218	81	341	299	343	208	341	87	324
	29.6	30.2	29.5	35.2	31.0	26.8	28.7	31.8	27.3	29.0	30.6	30.2	32.2	30.8	25.7	30.1
DISAGREE SOMEWHAT	789	97	689	185	501	249	187	225	105	403	366	410	228	383	127	390
	35.5	34.5	35.6	31.3	36.3	35.2	36.5	32.8	35.4	34.2	37.4	36.1	35.3	34.6	37.6	36.2
DISAGREE VERY MUCH	349	49	299	71	191	137	89	100	55	192	146	170	91	154	68	150
	15.7	17.4	15.5	12.0	13.9	19.4	17.4	14.6	18.5	16.3	14.9	15.0	14.1	13.9	20.1	13.9

Q8. HOW MUCH YOU AGREE OR DISAGREE WITH EACH STATEMENT

FAMILIES SHOULD EAT OUT TOGETHER

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	WEST	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	2277	285	1987	595	1394	749	530	698	306	1216	991	1153	655	1127	353	1102
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	63	8	55	3	14	46	21	12	12	46	12	20	9	28	15	28
	2.8	2.8	2.8	0.5	1.0	6.1	4.0	1.7	3.9	3.8	1.2	1.7	1.4	2.5	4.2	2.5
BASE	2214	277	1932	592	1380	703	509	686	294	1170	979	1133	646	1099	338	1074
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
AGREE VERY MUCH	658	88	569	163	379	231	146	197	91	362	279	316	180	326	100	322
	29.7	31.8	29.5	27.5	27.5	32.9	28.7	28.7	31.0	30.9	28.5	27.9	27.9	29.7	29.6	30.0
AGREE SOMEWHAT	1031	125	905	309	674	298	242	309	135	537	463	547	316	534	146	513
	46.6	45.1	46.8	52.2	48.8	42.4	47.5	45.0	45.9	45.9	47.3	48.3	48.9	48.6	43.2	47.8
DISAGREE SOMEWHAT	389	47	339	99	251	112	91	138	48	192	185	208	118	172	60	181
	17.6	17.0	17.5	16.7	18.2	15.9	17.9	20.1	16.3	16.4	18.9	18.4	18.3	15.7	17.8	16.9
DISAGREE VERY MUCH	136	17	119	21	76	62	30	42	20	79	52	62	32	67	32	58
	6.1	6.1	6.2	3.5	5.5	8.8	5.9	6.1	6.8	6.8	5.3	5.5	5.0	6.1	9.5	5.4

08. HOW MUCH YOU AGREE OR DISAGREE WITH EACH STATEMENT

I LIKE NEW WAYS TO SERVE BASIC FOODS

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE GRAD	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	WEST	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	2277	285	1987	595	1394	749	530	698	306	1216	991	1153	655	1127	353	1102
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	33	6	27	2	7	22	10	4	7	24	6	10	4	13	9	15
	1.4	2.1	1.4	0.3	0.5	2.9	1.9	0.6	2.3	2.0	0.6	0.9	0.6	1.2	2.5	1.4
BASE	2244	279	1960	593	1387	727	520	694	299	1192	985	1143	651	1114	344	1087
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
AGREE VERY MUCH	1777	197	1577	477	1123	592	417	546	233	949	780	909	502	869	277	844
	79.2	70.6	80.5	80.4	81.0	81.4	80.2	79.0	77.9	79.6	79.2	79.5	77.1	78.0	80.5	77.6
AGREE SOMEWHAT	431	75	355	105	247	126	90	133	65	218	195	216	138	228	60	226
	19.2	26.9	18.1	17.7	17.8	17.3	17.3	19.2	21.7	18.3	19.8	18.9	21.2	20.5	17.4	20.8
DISAGREE SOMEWHAT	29	6	23	8	15	7	9	11	1	21	2	15	8	13	5	13
	1.3	2.2	1.2	1.3	1.1	1.0	1.7	1.6	0.3	1.8	0.8	1.3	1.2	1.2	1.5	1.2
DISAGREE VERY MUCH	7	1	5	3	2	2	4	2	*	4	2	3	3	4	2	4
	0.3	0.4	0.3	0.5	0.1	0.3	0.8	0.3		0.3	0.2	0.3	0.5	0.4	0.6	0.4

Q8. HOW MUCH YOU AGREE OR DISAGREE WITH EACH STATEMENT

'NATURAL' INGREDIENTS ARE IMPORTANT

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	WEST	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	2277	285	1987	595	1394	749	530	698	306	1216	991	1153	655	1127	353	1102
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	34	4	30	*	9	27	12	8	5	25	7	14	7	15	12	12
	1.5	1.4	1.5		0.6	3.6	2.3	1.1	1.6	2.1	0.7	1.2	1.1	1.3	3.4	1.1
BASE	2243	281	1957	595	1385	722	518	690	301	1191	984	1139	648	1112	341	1090
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
AGREE VERY MUCH	1039	93	945	300	660	351	241	336	140	554	447	545	288	491	180	474
	46.3	33.1	48.3	50.4	47.7	48.6	46.5	48.7	46.5	46.5	45.4	47.8	44.4	44.2	52.8	43.5
AGREE SOMEWHAT	829	109	716	229	530	236	200	238	107	423	386	431	250	416	113	418
	37.0	38.8	36.7	38.5	38.3	32.7	38.6	34.5	35.5	35.5	39.2	37.8	38.6	37.4	33.1	38.3
DISAGREE SOMEWHAT	281	62	218	56	147	96	54	92	38	155	118	118	80	145	40	148
	12.5	22.1	11.1	9.4	10.6	13.3	10.4	13.3	12.6	13.0	12.0	10.4	12.3	13.0	11.7	13.6
DISAGREE VERY MUCH	94	17	76	10	48	39	23	24	16	59	33	45	30	60	8	50
	4.2	6.0	3.9	1.7	3.5	5.4	4.4	3.5	5.3	5.0	3.4	4.0	4.6	5.4	2.3	4.6

[redacted] APPETIT SUBSCRIBER PANEL STUDY NO. [redacted] [redacted]

Q8. HOW MUCH YOU AGREE OR DISAGREE WITH EACH STATEMENT

MOST PRODUCTS DON'T HAVE ANY REAL DIFFERENCES OTHER THAN PRICE

			FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
	TOTAL	MALE	TOTAL	18-34	25-54	50+	NORTH EAST	WEST	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	2277	285	1987	595	1394	749	530	698	306	1216	991	1153	655	1127	353	1102
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	47	6	41	1	9	37	12	8	8	32	11	15	5	18	12	20
	2.1	2.1	2.1	0.2	0.6	4.9	2.3	1.1	2.6	2.6	1.1	1.3	0.8	1.6	3.4	1.8
BASE	2230	279	1946	594	1385	712	518	690	298	1184	980	1138	650	1109	341	1082
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
AGREE VERY MUCH	133	14	119	22	72	66	31	30	19	77	47	70	39	58	27	51
	6.0	5.0	6.1	3.7	5.2	9.3	6.0	4.3	6.4	6.5	4.8	6.2	6.0	5.2	7.9	4.7
AGREE SOMEWHAT	506	70	434	137	300	150	123	159	65	265	221	263	147	236	93	224
	22.7	25.1	22.3	23.1	21.7	21.1	23.7	23.0	21.8	22.4	22.6	23.1	22.6	21.3	27.3	20.7
DISAGREE SOMEWHAT	902	115	784	244	574	270	202	294	117	481	403	460	264	458	128	445
	40.4	41.2	40.3	41.1	41.4	37.9	39.0	42.6	39.3	40.6	41.1	40.4	40.6	41.3	37.5	41.1
DISAGREE VERY MUCH	689	80	609	191	439	226	162	207	97	361	309	345	200	357	93	362
	30.9	28.7	31.3	32.2	31.7	31.7	31.3	30.0	32.6	30.5	31.5	30.3	30.8	32.2	27.3	33.5

Q8. HOW MUCH YOU AGREE OR DISAGREE WITH EACH STATEMENT

I CONSIDER MYSELF A CREATIVE COOK

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	WEST	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	2277	285	1987	595	1394	749	530	698	306	1216	991	1153	655	1127	353	1102
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	34	6	28	1	10	21	14	6	5	21	10	16	4	15	8	15
	1.5	2.1	1.4	0.2	0.7	2.8	2.6	0.9	1.6	1.7	1.0	1.4	0.6	1.3	2.3	1.4
BASE	2243	279	1959	594	1384	728	516	692	301	1195	981	1137	651	1112	345	1087
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
AGREE VERY MUCH	899	120	778	231	533	300	222	291	123	497	373	455	252	465	135	466
	40.1	43.0	39.7	38.9	38.5	41.2	43.0	42.1	40.9	41.6	38.0	40.0	38.7	41.8	39.1	42.9
AGREE SOMEWHAT	1007	123	880	289	657	295	222	302	141	514	467	514	291	489	154	475
	44.9	44.1	44.9	48.7	47.5	40.5	43.0	43.6	46.8	43.0	47.6	45.2	44.7	44.0	44.6	43.7
DISAGREE SOMEWHAT	272	31	241	62	158	105	55	81	28	149	114	140	87	128	42	122
	12.1	11.1	12.3	10.4	11.4	14.4	10.7	11.7	9.3	12.5	11.6	12.3	13.4	11.5	12.2	11.2
DISAGREE VERY MUCH	65	5	60	12	36	28	17	18	9	35	27	28	21	30	14	24
	2.9	1.8	3.1	2.0	2.6	3.8	3.3	2.6	3.0	2.9	2.8	2.5	3.2	2.7	4.1	2.2

Q8. HOW MUCH YOU AGREE OR DISAGREE WITH EACH STATEMENT

MOST RECIPES ARE TOO COMPLICATED

			FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
	TOTAL	MALE	TOTAL	18-34	25-54	50+	NORTH EAST	WEST	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	2277	285	1987	595	1394	749	530	698	306	1216	991	1153	655	1127	353	1102
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	41	6	35	1	13	27	13	11	8	24	14	16	7	18	12	16
	1.8	2.1	1.8	0.2	0.9	3.6	2.5	1.6	2.6	2.0	1.4	1.4	1.1	1.6	3.4	1.5
BASE	2236	279	1952	594	1381	722	517	687	298	1192	977	1137	648	1109	341	1086
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
AGREE VERY MUCH	99	12	86	16	52	48	20	32	16	59	37	49	33	49	17	48
	4.4	4.3	4.4	2.7	3.8	6.6	3.9	4.7	5.4	4.9	3.8	4.3	5.1	4.4	5.0	4.4
AGREE SOMEWHAT	394	51	342	79	222	163	103	141	37	216	161	202	105	153	65	156
	17.6	18.3	17.5	13.3	16.1	22.6	19.9	20.5	12.4	18.1	16.5	17.8	16.2	13.8	19.1	14.4
DISAGREE SOMEWHAT	916	131	784	251	554	277	203	271	119	491	397	449	270	458	136	447
	41.0	47.0	40.2	42.3	40.1	38.4	39.3	39.4	39.9	41.2	40.6	39.5	41.7	41.3	39.9	41.2
DISAGREE VERY MUCH	827	85	740	248	553	234	191	243	126	426	382	437	240	449	123	435
	37.0	30.5	37.9	41.8	40.0	32.4	36.9	35.4	42.3	35.7	39.1	38.4	37.0	40.5	36.1	40.1

Q8. HOW MUCH YOU AGREE OR DISAGREE WITH EACH STATEMENT

SPEED IN FOOD PREPARATION IS IMPORTANT

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	WEST	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	25,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	2277	285	1987	595	1394	749	530	698	306	1216	991	1153	655	1127	353	1102
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	29	8	21	*	4	19	12	8	5	20	6	10	4	9	9	8
	1.3	2.8	1.1		0.3	2.5	2.3	1.1	1.6	1.6	0.6	0.9	0.6	0.8	2.5	0.7
BASE	2248	277	1966	595	1390	730	518	690	301	1196	985	1143	651	1118	344	1094
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
AGREE VERY MUCH	519	34	483	137	334	189	112	166	79	279	215	304	175	246	82	249
	23.1	12.3	24.6	23.0	24.0	25.9	21.6	24.1	26.2	23.3	21.8	26.6	26.9	22.0	23.8	22.8
AGREE SOMEWHAT	1011	129	881	289	648	300	241	317	115	513	469	545	312	523	140	513
	45.0	46.6	44.8	48.6	46.6	41.1	46.5	45.9	38.2	42.9	47.6	47.7	47.9	46.8	40.7	46.9
DISAGREE SOMEWHAT	528	78	448	135	309	170	122	146	80	292	229	225	122	264	88	249
	23.5	28.2	22.8	22.7	22.2	23.3	23.6	21.2	26.6	24.4	23.2	19.7	18.7	23.6	25.6	22.8
DISAGREE VERY MUCH	190	36	154	34	99	71	43	61	27	112	72	69	42	85	34	83
	8.5	13.0	7.8	5.7	7.1	9.7	8.3	8.8	9.0	9.4	7.3	6.0	6.5	7.6	9.9	7.6

Q8. HOW MUCH YOU AGREE OR DISAGREE WITH EACH STATEMENT

I USUALLY SHOP AT THE SAME STORE

	TOTAL	MALE	FEMALE TOTAL	FEMALE 18-34	FEMALE 25-54	FEMALE 50+	AREA NORTH EAST	AREA WEST	AREA SOUTH EAST	HOUSEHOLD SIZE 2 OR LESS	HOUSEHOLD SIZE 3 OR MORE	FEMALE-EMP. TOTAL	FEMALE-EMP. FULL TIME/ 20,000	COL-LEGE GRAD OR BETTER	INCOME 20,000 OR LESS	INCOME 35,000 OR MORE
TOTAL RESPONDENTS	2277	285	1987	595	1394	749	530	698	306	1216	991	1153	655	1127	353	1102
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	32	5	27	1	9	20	12	9	3	19	10	15	7	11	8	13
	1.4	1.8	1.4	0.2	0.6	2.7	2.3	1.3	1.0	1.6	1.0	1.3	1.1	1.0	2.3	1.2
BASE	2245	280	1960	594	1385	729	518	689	303	1197	981	1138	648	1116	345	1089
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
AGREE VERY MUCH	867	90	775	223	549	290	199	268	117	456	386	422	234	431	130	435
	38.6	32.1	39.5	37.5	39.6	39.8	38.4	38.9	38.6	38.1	39.3	37.1	36.1	38.6	37.7	39.9
AGREE SOMEWHAT	832	105	724	245	542	242	192	249	114	427	379	450	273	429	119	407
	37.1	37.5	36.9	41.2	39.1	33.2	37.1	36.1	37.6	35.7	38.6	39.5	42.1	38.4	34.5	37.4
DISAGREE SOMEWHAT	395	62	333	98	210	140	90	114	52	234	148	203	108	185	71	186
	17.6	22.1	17.0	16.5	15.2	19.2	17.4	16.5	17.2	19.5	15.1	17.8	16.7	16.6	20.6	17.1
DISAGREE VERY MUCH	151	23	128	28	84	57	37	58	20	80	68	63	33	71	25	61
	6.7	8.2	6.5	4.7	6.1	7.8	7.1	8.4	6.6	6.7	6.9	5.5	5.1	6.4	7.2	5.6

Q8. HOW MUCH YOU AGREE OR DISAGREE WITH EACH STATEMENT

COOKING IS USUALLY A CHORE

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	WEST	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	2277	285	1987	595	1394	749	530	698	306	1216	991	1153	655	1127	353	1102
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	40	7	33	3	9	25	15	9	6	29	8	15	7	15	12	15
	1.8	2.5	1.7	0.5	0.6	3.3	2.8	1.3	2.0	2.4	0.8	1.3	1.1	1.3	3.4	1.4
BASE	2237	278	1954	592	1385	724	515	689	300	1187	983	1138	648	1112	341	1087
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
AGREE VERY MUCH	65	4	60	10	39	27	15	14	10	34	29	35	19	31	16	35
	2.9	1.4	3.1	1.7	2.8	3.7	2.9	2.0	3.3	2.9	3.0	3.1	2.9	2.8	4.7	3.2
AGREE SOMEWHAT	293	32	261	75	189	95	57	110	34	144	137	150	91	136	38	151
	13.1	11.5	13.4	12.7	13.6	13.1	11.1	16.0	11.3	12.1	13.9	13.2	14.0	12.2	11.1	13.9
DISAGREE SOMEWHAT	734	92	640	227	489	197	151	229	92	347	370	378	214	359	91	358
	32.8	33.1	32.8	38.3	35.3	27.2	29.3	33.2	30.7	29.2	37.6	33.2	33.0	32.3	26.7	32.9
DISAGREE VERY MUCH	1145	150	993	280	668	405	292	336	164	662	447	575	324	586	196	543
	51.2	54.0	50.8	47.3	48.2	55.9	56.7	48.8	54.7	55.8	45.5	50.5	50.0	52.7	57.5	50.0

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Q8. HOW MUCH YOU AGREE OR DISAGREE WITH EACH STATEMENT

CHECK-OUT COUNTER SPEED A PRIME PEASON FOR USING MY SUPERMARKET

			FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
	TOTAL	MALE	TOTAL	18-34	25-54	50+	NORTH EAST	WEST	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	25,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	2277	285	1987	595	1394	749	530	698	306	1216	991	1153	655	1127	353	1102
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	30	5	25	1	7	22	13	7	3	22	7	14	6	12	10	12
	1.3	1.8	1.3	0.2	0.5	2.9	2.5	1.0	1.0	1.8	0.7	1.2	0.9	1.1	2.8	1.1
BASE	2247	280	1962	594	1387	727	517	691	303	1194	984	1139	649	1115	343	1090
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
AGREE VERY MUCH	290	24	266	50	171	127	65	89	36	170	111	140	84	125	51	142
	12.9	8.6	13.6	8.4	12.3	17.5	12.6	12.9	11.9	14.2	11.3	12.3	12.9	11.2	14.9	13.0
AGREE SOMEWHAT	481	59	422	119	318	150	113	151	71	249	215	240	144	235	67	246
	21.4	21.1	21.5	20.0	22.9	20.6	21.9	21.9	23.4	20.9	21.8	21.1	22.2	21.1	19.5	22.6
DISAGREE SOMEWHAT	742	110	629	232	468	202	170	234	90	379	339	392	215	382	107	365
	33.0	39.3	32.1	39.1	33.7	27.8	32.9	33.9	29.7	31.7	34.5	34.4	33.1	34.3	31.2	33.5
DISAGREE VERY MUCH	734	87	645	193	430	248	169	217	106	396	319	367	206	373	118	337
	32.7	31.1	32.9	32.5	31.0	34.1	32.7	31.4	35.0	33.2	32.4	32.2	31.7	33.5	34.4	30.9

Q8. HOW MUCH YOU AGREE OR DISAGREE WITH EACH STATEMENT

COOKING IS A FORM OF SELF-EXPRESSION

			FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
	TOTAL	MALE	TOTAL	18-34	25-54	50+	NORTH EAST	WEST	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	2277	285	1987	595	1394	749	530	698	306	1216	991	1153	655	1127	353	1102
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	31	4	27	1	9	20	10	6	5	21	6	10	3	10	6	12
	1.4	1.4	1.4	0.2	0.6	2.7	1.9	0.9	1.6	1.7	0.8	0.9	0.5	0.9	1.7	1.1
BASE	2246	281	1960	594	1385	729	520	692	301	1195	983	1143	652	1117	347	1090
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
AGREE VERY MUCH	1428	181	1247	368	879	478	340	453	196	791	595	727	410	730	229	695
	63.6	64.4	63.6	62.0	63.5	65.6	65.4	65.5	65.1	66.2	60.5	63.6	62.9	65.4	66.0	63.8
AGREE SOMEWHAT	695	90	600	201	436	201	154	193	91	349	327	355	204	330	100	342
	30.9	32.0	30.6	33.8	31.5	27.6	29.6	27.9	30.2	29.2	33.3	31.1	31.3	29.5	28.8	31.4
DISAGREE SOMEWHAT	96	7	89	20	56	38	19	36	10	43	48	52	31	43	14	38
	4.3	2.5	4.5	3.4	4.0	5.2	3.7	5.2	3.3	3.6	4.9	4.5	4.8	3.8	4.0	3.5
DISAGREE VERY MUCH	27	3	24	5	14	12	7	10	4	12	13	9	7	14	4	15
	1.2	1.1	1.2	0.8	1.0	1.6	1.3	1.4	1.3	1.0	1.3	0.8	1.1	1.3	1.2	1.4

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Q8. HOW MUCH YOU AGREE OR DISAGREE WITH EACH STATEMENT

I ENJOY GROCERY SHOPPING

			FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
	TOTAL	MALE	TOTAL	18-34	25-54	50+	NORTH EAST	WEST	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	2277	285	1987	595	1394	749	530	698	306	1216	991	1153	655	1127	353	1102
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	21	5	16	1	7	11	10	2	3	12	7	10	3	7	5	8
	0.9	1.8	0.8	0.2	0.5	1.5	1.9	0.3	1.0	1.0	0.7	0.9	0.5	0.6	1.4	0.7
BASE	2256	280	1971	594	1387	738	520	696	303	1204	984	1143	652	1120	348	1094
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
AGREE VERY MUCH	637	87	550	156	324	265	125	193	94	390	226	287	161	314	148	265
	28.2	31.1	27.9	26.3	23.4	35.9	24.0	27.7	31.0	32.4	23.0	25.1	24.7	28.0	42.5	24.2
AGREE SOMEWHAT	826	118	706	238	511	241	190	258	105	433	371	425	252	419	113	396
	36.6	42.1	35.8	40.1	36.8	32.7	36.5	37.1	34.7	36.0	37.7	37.2	38.7	37.4	32.5	36.2
DISAGREE SOMEWHAT	468	50	416	126	316	137	115	155	56	238	217	253	133	235	61	259
	20.7	17.9	21.1	21.2	22.8	18.6	22.1	22.3	18.5	19.8	22.1	22.1	20.4	21.0	17.5	23.7
DISAGREE VERY MUCH	325	25	299	74	236	95	90	90	48	143	170	178	106	152	26	174
	14.4	8.9	15.2	12.5	17.0	12.9	17.3	12.9	15.8	11.9	17.3	15.6	16.3	13.6	7.5	15.9

Q9. REASON TO TRY NEW FOOD PRODUCTS

MORE NUTRITIONAL VALUE

			FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
	TOTAL	MALE	TOTAL	18-34	25-54	50+	NORTH EAST	WEST	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	2277	285	1987	595	1394	749	530	698	306	1216	991	1153	655	1127	353	1102
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	37	4	33	2	7	28	10	6	8	29	5	13	6	14	10	14
	1.6	1.4	1.7	0.3	0.5	3.7	1.9	0.9	2.6	2.4	0.5	1.1	0.9	1.2	2.8	1.3
BASE	2240	281	1954	593	1387	721	520	692	298	1187	986	1140	649	1113	343	1088
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
IMPORTANT REASON	650	48	601	214	436	193	148	215	86	314	311	342	174	331	115	299
	29.0	17.1	30.8	36.1	31.4	26.8	28.5	31.1	28.9	26.5	31.5	30.0	26.8	29.7	33.5	27.5
POSSIBLE REASON	1073	141	930	300	679	320	248	331	140	574	468	562	333	531	152	511
	47.9	50.2	47.6	50.6	49.0	44.4	47.7	47.8	47.0	48.4	47.5	49.3	51.3	47.7	44.3	47.0
NOT A REASON	517	92	423	79	272	208	124	146	72	299	207	236	142	251	76	278
	23.1	32.7	21.6	13.3	19.6	28.8	23.8	21.1	24.2	25.2	21.0	20.7	21.9	22.6	22.2	25.6

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Q9. REASON TO TRY NEW FOOD PRODUCTS

CURIOSITY

			FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
	TOTAL	MALE	TOTAL	18-34	25-54	50+	NORTH EAST	WEST	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	2277	285	1987	595	1394	749	530	698	306	1216	991	1153	655	1127	353	1102
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	28	4	24	3	5	18	11	5	6	18	6	9	1	13	8	7
	1.2	1.4	1.2	0.5	0.4	2.4	2.1	0.7	2.0	1.5	0.6	0.8	0.2	1.2	2.3	0.6
BASE	2249	281	1963	592	1389	731	519	693	300	1198	985	1144	654	1114	345	1095
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
IMPORTANT REASON	962	127	834	295	588	295	208	300	139	536	400	502	286	521	155	483
	42.8	45.2	42.5	49.8	42.3	40.4	40.1	43.3	46.3	44.7	40.6	43.9	43.7	46.8	44.9	44.1
POSSIBLE REASON	1156	137	1015	276	722	381	276	356	147	587	535	579	331	543	164	552
	51.4	48.8	51.7	46.6	52.0	52.1	53.2	51.4	49.0	49.0	54.3	50.6	50.6	48.7	47.5	50.4
NOT A REASON	131	17	114	21	79	55	35	37	14	75	50	63	37	50	26	60
	5.8	6.0	5.8	3.5	5.7	7.5	6.7	5.3	4.7	6.3	5.1	5.5	5.7	4.5	7.5	5.5

[redacted] 119

Q9. REASON TO TRY NEW FOOD PRODUCTS

CENTS-OFF COUPON

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	WEST	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	2277	285	1987	595	1394	749	530	698	306	1216	991	1153	655	1127	353	1102
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	33	3	30	1	8	25	8	10	5	24	7	13	4	14	7	12
	1.4	1.1	1.5	0.2	0.6	3.3	1.5	1.4	1.6	2.0	0.7	1.1	0.6	1.2	2.0	1.1
BASE	2244	282	1957	594	1386	724	522	688	301	1192	984	1140	651	1113	346	1090
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
IMPORTANT REASON	451	45	406	138	284	145	111	111	60	238	199	228	120	234	98	182
	20.1	16.0	20.7	23.2	20.5	20.0	21.3	16.1	19.9	20.0	20.2	20.0	18.4	21.0	28.3	16.7
POSSIBLE REASON	1040	106	929	315	682	307	241	328	136	531	482	555	318	528	154	502
	46.3	37.6	47.5	53.0	49.2	42.4	46.2	47.7	45.2	44.5	49.0	48.7	48.8	47.4	44.5	46.1
NOT A REASON	753	131	622	141	420	272	170	249	105	423	303	357	213	351	94	406
	33.6	46.5	31.8	23.7	30.3	37.6	32.6	36.2	34.9	35.5	30.6	31.3	32.7	31.5	27.2	37.2

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Q9. REASON TO TRY NEW FOOD PRODUCTS

FREE SAMPLE

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	WEST	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	2277	285	1987	595	1394	749	530	698	306	1216	991	1153	655	1127	353	1102
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	33	4	29	1	5	26	10	6	8	25	3	11	4	12	10	10
	1.4	1.4	1.5	0.2	0.4	3.5	1.9	0.9	2.6	2.3	0.3	1.0	0.6	1.1	2.8	0.9
BASE	2244	281	1958	594	1389	723	520	692	298	1188	988	1142	651	1115	343	1092
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
IMPORTANT REASON	727	70	655	242	508	184	180	207	84	375	335	393	217	381	126	331
	32.4	24.9	33.5	40.7	36.6	25.4	34.6	29.9	28.2	31.6	33.9	34.4	33.3	34.2	36.7	30.3
POSSIBLE REASON	1036	120	913	284	648	329	234	318	145	510	498	552	311	530	146	515
	46.2	42.7	46.5	47.8	46.7	45.5	45.0	46.0	48.7	42.9	50.4	48.3	47.8	47.5	42.6	47.2
NOT A REASON	481	91	390	68	233	210	106	167	69	303	155	197	123	204	71	246
	21.4	32.4	19.9	11.4	16.8	29.0	20.4	24.1	23.2	25.5	15.7	17.3	18.9	18.3	20.7	22.5

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Q9. REASON TO TRY NEW FOOD PRODUCTS

ADVERTISING

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	WEST	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	2277	285	1987	595	1394	749	530	698	306	1216	991	1153	655	1127	353	1102
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	49	6	43	5	11	32	14	11	11	34	8	17	5	19	15	18
	2.2	2.1	2.2	0.8	0.8	4.3	2.6	1.6	3.6	2.8	0.8	1.5	0.8	1.7	4.2	1.6
BASE	2228	279	1944	590	1383	717	516	687	295	1182	983	1136	650	1108	338	1084
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
IMPORTANT REASON	343	40	301	90	207	119	81	106	51	188	143	171	96	168	56	162
	15.4	14.3	15.5	15.3	15.0	16.6	15.7	15.4	17.3	15.9	14.5	15.1	14.8	15.2	16.6	14.9
POSSIBLE REASON	1434	184	1248	399	908	438	326	448	179	752	645	754	431	722	203	708
	64.4	65.9	64.2	67.6	65.7	61.1	63.2	65.2	60.7	63.6	65.6	66.4	66.3	65.2	60.1	65.3
NOT A REASON	451	55	395	101	268	160	109	133	65	242	195	211	123	218	79	214
	20.2	19.7	20.3	17.1	19.4	22.3	21.1	19.4	22.0	20.5	19.8	18.6	18.9	19.7	23.4	19.7

Q9. REASON TO TRY NEW FOOD PRODUCTS

HEARD FROM FRIENDS

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	WEST	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	2277	285	1987	595	1394	749	530	698	306	1216	991	1153	655	1127	353	1102
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	39	4	35	4	9	28	15	8	4	27	8	16	5	18	13	11
	1.7	1.4	1.8	0.7	0.6	3.7	2.8	1.1	1.3	2.2	0.8	1.4	0.8	1.6	3.7	1.0
BASE	2238	281	1952	591	1385	721	515	690	302	1189	983	1137	650	1109	340	1091
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
IMPORTANT REASON	972	104	865	292	631	291	217	307	141	507	433	515	286	536	148	477
	43.4	37.0	44.3	49.4	45.6	40.4	42.1	44.5	46.7	42.6	44.0	45.3	44.0	48.3	43.5	43.7
POSSIBLE REASON	1129	159	968	280	680	366	270	334	144	602	497	562	331	514	162	552
	50.4	56.6	49.6	47.4	49.1	50.8	52.4	48.4	47.7	50.6	50.6	49.4	50.9	46.3	47.6	50.6
NOT A REASON	137	18	119	19	74	64	28	49	17	80	53	60	33	59	30	62
	6.1	6.4	6.1	3.2	5.3	8.9	5.4	7.1	5.6	6.7	5.4	5.3	5.1	5.3	8.8	5.7

Q9. REASON TO TRY NEW FOOD PRODUCTS

I'M USUALLY FIRST TO BUY A NEW PRODUCT

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	WEST	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	2277	285	1987	595	1394	749	530	698	306	1216	991	1153	655	1127	353	1102
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	47	4	43	5	10	35	10	9	11	37	5	17	7	19	14	12
	2.1	1.4	2.2	0.8	0.7	4.7	1.9	1.3	3.6	3.0	0.5	1.5	1.1	1.7	4.0	1.1
BASE	2230	281	1944	590	1384	714	520	689	295	1179	986	1136	648	1108	339	1090
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
IMPORTANT REASON	198	23	175	31	104	92	57	55	28	105	81	93	58	90	38	96
	8.9	8.2	9.0	5.3	7.5	12.9	11.0	8.0	9.5	8.9	8.2	8.2	9.0	8.1	11.2	8.8
POSSIBLE REASON	651	92	557	180	397	203	135	210	91	363	271	336	180	318	103	319
	29.2	32.7	28.7	30.5	28.7	28.4	26.0	30.5	30.8	30.8	27.5	29.6	27.8	28.7	30.4	29.3
NOT A REASON	1381	166	1212	379	883	419	328	424	176	711	634	707	410	700	198	675
	61.9	59.1	62.3	64.2	63.8	58.7	63.1	61.5	59.7	60.3	64.3	62.2	63.3	63.2	58.4	61.9

Q9. REASON TO TRY NEW FOOD PRODUCTS

GREATER CONVENIENCE

			FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
	TOTAL	MALE	TOTAL	18-34	25-54	50+	NORTH EAST	WEST	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	2277	285	1987	595	1394	749	530	698	306	1216	991	1153	655	1127	353	1102
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	46	3	43	2	10	36	10	12	10	30	10	17	8	20	11	17
	2.0	1.1	2.2	0.3	0.7	4.8	1.9	1.7	3.3	2.5	1.0	1.5	1.2	1.8	3.1	1.5
BASE	2231	282	1944	593	1384	713	520	686	296	1186	981	1136	647	1107	342	1085
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
IMPORTANT REASON	445	42	402	113	271	173	101	144	52	261	169	235	138	230	66	227
	19.9	14.9	20.7	19.1	19.6	24.3	19.4	21.0	17.6	22.0	17.2	20.7	21.3	20.8	19.3	20.9
POSSIBLE REASON	1176	154	1019	326	741	353	269	361	168	625	519	610	353	583	175	585
	52.7	54.6	52.4	55.0	53.5	49.5	51.7	52.6	56.8	52.7	52.9	53.7	54.6	52.7	51.2	53.9
NOT A REASON	610	86	523	154	372	187	150	181	76	300	293	291	156	294	101	273
	27.3	30.5	26.9	26.0	26.9	26.2	28.8	26.4	25.7	25.3	29.9	25.6	24.1	26.6	29.5	25.2

Q9. REASON TO TRY NEW FOOD PRODUCTS

SATISFIES A PARTICULAR NEED

			FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-	INCOME	
	TOTAL	MALE	TOTAL	18-34	25-54	50+	NORTH EAST	WEST	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	LEGE GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	2277	285	1987	595	1394	749	530	698	306	1216	991	1153	655	1127	353	1102
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	42	4	36	1	8	32	12	8	7	32	5	15	5	17	10	12
	1.8	1.4	1.9	0.2	0.6	4.3	2.3	1.1	2.3	2.6	0.5	1.3	0.8	1.5	2.8	1.1
BASE	2235	281	1949	594	1386	717	518	690	299	1184	986	1138	650	1110	343	1090
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
IMPORTANT REASON	997	113	884	309	659	294	215	320	136	537	433	529	315	545	148	517
	44.6	40.2	45.4	52.0	47.5	41.0	41.5	46.4	45.5	45.4	43.9	46.5	48.5	49.1	43.1	47.4
POSSIBLE REASON	1006	142	859	253	610	309	245	310	133	522	458	496	276	485	141	484
	45.0	50.5	44.1	42.6	44.0	43.1	47.3	44.9	44.5	44.1	46.5	43.6	42.5	43.7	41.1	44.4
NOT A REASON	232	26	206	32	117	114	58	60	30	125	95	113	59	80	54	89
	10.4	9.3	10.6	5.4	8.4	15.9	11.2	8.7	10.0	10.6	9.6	9.9	9.1	7.2	15.7	8.2

Q9. REASON TO TRY NEW FOOD PRODUCTS

CHILDREN'S REQUEST

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	WEST	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	2277	285	1987	595	1394	749	530	698	306	1216	991	1153	655	1127	353	1102
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	67	7	60	6	14	48	20	17	14	54	5	20	8	25	21	20
	2.9	2.5	3.0	1.0	1.0	6.4	3.8	2.4	4.6	4.4	0.5	1.7	1.2	2.2	5.9	1.8
BASE	2210	278	1927	589	1380	701	510	681	292	1162	986	1133	647	1102	332	1082
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
IMPORTANT REASON	191	16	175	37	149	45	41	47	29	37	150	93	42	89	20	113
	8.6	5.8	9.1	6.3	10.8	6.4	8.0	6.9	9.9	3.2	15.2	8.2	6.5	8.1	6.0	10.4
POSSIBLE REASON	702	81	619	187	507	155	165	210	94	182	504	344	172	330	65	389
	31.8	29.1	32.1	31.7	36.7	22.1	32.4	30.8	32.2	15.7	51.1	30.4	26.6	29.9	19.6	36.0
NOT A REASON	1317	181	1133	365	724	501	304	424	169	943	332	696	433	683	247	580
	59.6	65.1	58.8	62.0	52.5	71.5	59.6	62.3	57.9	81.2	33.7	61.4	66.9	62.0	74.4	53.6

Q10 HOW MUCH YOU AGREE OR DISAGREE WITH EACH PHRASE ABOUT NEW PRODUCTS

ARE ONLY BOUGHT WITH CENTS-OFF COUPON

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	WEST	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	2277	285	1987	595	1394	749	530	698	306	1216	991	1153	655	1127	353	1162
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	47	4	43	4	13	34	15	11	6	35	7	18	8	22	11	18
	2.1	1.4	2.2	0.7	0.9	4.5	2.8	1.6	2.0	2.9	0.7	1.6	1.2	2.0	3.1	1.6
BASE	2230	281	1944	591	1381	715	515	687	300	1181	984	1135	647	1105	342	1084
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
AGREE VERY MUCH	170	19	151	32	101	66	49	52	17	82	80	77	39	70	38	67
	7.6	6.8	7.8	5.4	7.3	9.2	9.5	7.6	5.7	6.9	8.1	6.8	6.0	6.3	11.1	6.2
AGREE SOMEWHAT	649	75	570	190	424	188	149	205	71	338	294	336	184	323	111	279
	29.1	26.7	29.3	32.1	30.7	26.3	28.9	29.8	23.7	28.6	29.9	29.6	28.4	29.2	32.5	25.7
DISAGREE SOMEWHAT	749	84	664	227	465	238	167	210	109	388	340	397	223	378	109	368
	33.6	29.9	34.2	38.4	33.7	33.3	32.4	30.6	36.3	32.9	34.6	35.0	34.5	34.2	31.9	33.9
DISAGREE VERY MUCH	662	103	559	142	391	223	150	220	103	373	270	325	201	334	84	370
	29.7	36.7	28.8	24.0	28.3	31.2	29.1	32.0	34.3	31.6	27.4	28.6	31.1	30.2	24.6	34.1

Q10 HOW MUCH YOU AGREE OR DISAGREE WITH EACH PHRASE ABOUT NEW PRODUCTS

DIRECTIONS ARE NOT CLEAR

			FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
	TOTAL	MALE	TOTAL	18-34	25-54	50+	NORTH EAST	WEST	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	2277	285	1987	595	1394	749	530	698	306	1216	991	1153	655	1127	353	1102
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	120	9	111	19	51	69	38	37	14	73	37	48	19	53	27	45
	5.3	3.2	5.6	3.2	3.7	9.2	7.2	5.3	4.6	6.0	3.7	4.2	2.9	4.7	7.6	4.1
BASE	2157	276	1876	576	1343	680	492	661	292	1143	954	1105	636	1074	326	1057
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
AGREE VERY MUCH	65	13	52	6	31	30	14	21	12	45	18	26	17	26	14	25
	3.0	4.7	2.8	1.0	2.3	4.4	2.8	3.2	4.1	3.9	1.9	2.4	2.7	2.4	4.3	2.4
AGREE SOMEWHAT	404	56	348	78	219	158	88	128	50	209	171	196	104	170	75	175
	18.7	20.3	18.6	13.5	16.3	23.2	17.9	19.4	17.1	18.3	17.9	17.7	16.4	15.8	23.0	16.6
DISAGREE SOMEWHAT	1143	145	994	337	729	337	267	344	145	607	514	602	345	589	167	561
	53.0	52.5	53.0	58.5	54.3	49.6	54.3	52.0	49.7	53.1	53.9	54.5	54.2	54.8	51.2	53.1
DISAGREE VERY MUCH	545	62	482	155	364	155	123	168	85	282	251	281	170	289	70	296
	25.3	22.5	25.7	26.9	27.1	22.8	25.0	25.4	29.1	24.7	26.3	25.4	26.7	26.9	21.5	28.0

Q10 HOW MUCH YOU AGREE OR DISAGREE WITH EACH PHRASE ABOUT NEW PRODUCTS

ADVERTISING PROMISES TOO MUCH

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	WEST	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	2277	285	1987	595	1394	749	530	698	306	1216	991	1153	655	1127	353	1102
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	60	7	53	8	22	35	19	16	9	40	16	23	7	27	13	24
	2.6	2.5	2.7	1.3	1.6	4.7	3.6	2.3	2.9	3.3	1.6	2.0	1.1	2.4	3.7	2.2
BASE	2217	278	1934	587	1372	714	511	682	297	1176	975	1130	648	1100	340	1078
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
AGREE VERY MUCH	610	77	532	142	365	228	151	190	84	303	287	305	164	299	104	286
	27.5	27.7	27.5	24.2	26.6	31.9	29.5	27.9	28.3	25.8	29.4	27.0	25.3	27.2	30.6	26.5
AGREE SOMEWHAT	1157	136	1020	328	747	344	269	349	152	600	524	593	338	567	172	560
	52.2	48.9	52.7	55.9	54.4	48.2	52.6	51.2	51.2	51.0	53.7	52.5	52.2	51.5	50.6	51.9
DISAGREE SOMEWHAT	345	47	295	98	207	103	70	112	47	205	128	181	112	178	50	173
	15.6	16.9	15.3	16.7	15.1	14.4	13.7	16.4	15.8	17.4	13.1	16.0	17.3	16.2	14.7	16.0
DISAGREE VERY MUCH	105	18	87	19	53	39	21	31	14	68	36	51	34	56	14	59
	4.7	6.5	4.5	3.2	3.9	5.5	4.1	4.5	4.7	5.8	3.7	4.5	5.2	5.1	4.1	5.5

Q10 HOW MUCH YOU AGREE OR DISAGREE WITH EACH PHRASE ABOUT NEW PRODUCTS

USUALLY ARE USED ONCE, BUT NOT BOUGHT AGAIN

			FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-	INCOME	
	TOTAL	MALE	TOTAL	18-34	25-54	50+	NORTH EAST	WEST	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	LEGE GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	2277	285	1987	595	1394	749	530	698	306	1216	991	1153	655	1127	353	1102
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	71	9	62	12	31	35	25	22	7	43	23	28	13	39	14	35
	3.1	3.2	3.1	2.0	2.2	4.7	4.7	3.2	2.3	3.5	2.3	2.4	2.0	3.5	4.0	3.2
BASE	2206	276	1925	583	1363	714	505	676	299	1173	968	1125	642	1088	339	1067
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
AGREE VERY MUCH	260	30	229	56	148	109	65	74	35	144	105	120	61	123	47	106
	11.8	10.9	11.9	9.6	10.9	15.3	12.9	10.9	11.7	12.3	10.8	10.7	9.5	11.3	13.9	9.9
AGREE SOMEWHAT	1082	141	940	277	676	346	251	339	142	582	471	553	318	510	156	516
	49.0	51.1	48.8	47.5	49.6	48.5	49.7	50.1	47.5	49.6	48.7	49.2	49.5	46.9	46.0	48.4
DISAGREE SOMEWHAT	777	95	679	231	449	221	169	237	109	397	359	409	237	412	120	401
	35.2	34.4	35.3	39.6	35.9	31.0	33.5	35.1	36.5	33.8	37.1	36.4	36.9	37.9	35.4	37.6
DISAGREE VERY MUCH	87	10	77	19	50	38	20	26	13	50	33	43	26	43	16	44
	3.9	3.6	4.0	3.3	3.7	5.3	4.0	3.8	4.3	4.3	3.4	3.8	4.0	4.0	4.7	4.1

Q10 HOW MUCH YOU AGREE OR DISAGREE WITH EACH PHRASE ABOUT NEW PRODUCTS

CAUSE ME TO TRY OTHER COMPANY PRODUCTS

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	WEST	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	2277	285	1987	595	1394	749	530	698	306	1216	991	1153	655	1127	353	1102
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	128	15	113	23	57	71	39	33	17	77	44	48	24	67	28	53
	5.6	5.3	5.7	3.9	4.1	9.5	7.4	4.7	5.6	6.3	4.4	4.2	3.7	5.9	7.9	4.8
BASE	2149	270	1874	572	1337	676	491	665	289	1139	947	1105	631	1060	325	1049
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
AGREE VERY MUCH	178	21	157	36	91	85	39	57	27	98	73	82	38	79	37	75
	8.3	7.8	8.4	6.3	6.8	12.5	7.9	8.6	9.3	8.6	7.4	7.4	6.0	7.5	11.4	7.1
AGREE SOMEWHAT	1034	128	904	288	644	327	224	329	141	555	451	550	324	502	171	508
	48.1	47.4	48.2	50.3	48.2	48.2	45.6	49.5	48.8	48.7	47.6	49.8	51.3	47.4	52.6	48.4
DISAGREE SOMEWHAT	668	93	574	183	434	172	148	199	81	333	317	339	188	331	86	323
	31.1	34.4	30.6	32.0	32.5	25.4	30.1	29.9	28.0	29.2	33.5	30.7	29.8	31.2	26.5	30.8
DISAGREE VERY MUCH	269	28	239	65	168	94	80	80	40	153	109	134	81	148	31	143
	12.5	10.4	12.8	11.4	12.6	13.9	16.3	12.0	13.8	13.4	11.5	12.1	12.8	14.0	9.5	13.6

Q10 HOW MUCH YOU AGREE OR DISAGREE WITH EACH PHRASE ABOUT NEW PRODUCTS

THEY CAUSE ME TO QUESTION THE QUALITY OF OTHER COMPANY PRODUCTS

			FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-	INCOME	
	TOTAL	MALE	TOTAL	18-34	25-54	50+	NORTH EAST	WEST	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	LEGE GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	2277	285	1987	595	1394	749	530	698	306	1216	991	1153	655	1127	353	1102
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	87	13	74	12	31	51	27	25	11	62	19	27	10	39	22	29
	3.8	4.6	3.7	2.0	2.2	6.8	5.1	3.6	3.6	5.1	1.9	2.3	1.5	3.5	6.2	2.6
BASE	2190	272	1913	583	1363	698	503	673	295	1154	972	1126	645	1088	331	1073
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
AGREE VERY MUCH	520	66	454	111	285	208	107	167	69	284	215	236	125	254	90	248
	23.7	24.3	23.7	19.0	20.9	29.8	21.3	24.8	23.4	24.6	22.1	21.0	19.4	23.3	27.2	23.1
AGREE SOMEWHAT	883	109	772	259	587	249	212	267	116	441	414	475	282	455	126	414
	40.3	40.1	40.4	44.4	43.1	35.7	42.1	39.7	39.3	38.2	42.6	42.2	43.7	41.8	38.1	38.6
DISAGREE SOMEWHAT	535	66	466	158	351	144	119	164	72	279	247	290	165	253	73	287
	24.4	24.3	24.4	27.1	25.8	20.6	23.7	24.4	24.4	24.2	25.4	25.6	25.6	23.7	22.1	26.7
DISAGREE VERY MUCH	252	31	221	55	140	97	65	75	38	150	96	125	73	121	42	124
	11.5	11.4	11.6	9.4	10.3	13.9	12.9	11.1	12.9	13.0	9.9	11.1	11.3	11.1	12.7	11.6

Q10 HOW MUCH YOU AGREE OR DISAGREE WITH EACH PHRASE ABOUT NEW PRODUCTS

I WOULD NEVER USE THEM IN ENTERTAINING

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	WEST	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	2277	285	1987	595	1394	749	530	698	306	1216	991	1153	655	1127	353	1102
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	57	9	48	7	16	34	18	16	6	41	12	16	6	27	14	20
	2.5	3.2	2.4	1.2	1.1	4.5	3.4	2.3	2.0	3.4	1.2	1.4	0.9	2.4	4.0	1.8
BASE	2220	276	1939	588	1378	715	512	682	300	1175	979	1137	649	1100	339	1082
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
AGREE VERY MUCH	438	47	390	92	249	179	99	132	60	235	156	194	111	200	63	218
	19.7	17.0	20.1	15.6	18.1	25.0	19.3	19.4	20.0	20.0	19.0	17.1	17.1	18.2	18.6	20.1
AGREE SOMEWHAT	610	70	537	160	393	178	158	189	84	307	283	311	171	302	95	287
	27.5	25.4	27.7	27.2	28.5	24.9	30.9	27.7	28.0	26.1	28.9	27.4	26.3	27.5	28.0	26.5
DISAGREE SOMEWHAT	922	124	798	285	594	260	195	284	123	495	404	508	293	480	132	449
	41.5	44.9	41.2	48.5	43.1	36.4	38.1	41.6	41.0	42.1	41.3	44.7	45.1	43.6	38.9	41.5
DISAGREE VERY MUCH	250	35	214	51	142	98	60	77	33	138	106	124	74	118	49	128
	11.3	12.7	11.0	8.7	10.3	13.7	11.7	11.3	11.0	11.7	10.8	10.9	11.4	10.7	14.5	11.8

Q11. HOW MUCH THE CONTINUING PROBLEM OF RISING PRICES AND THE NEED TO CONSERVE ENERGY WILL AFFECT YOUR BEHAVIOR OVER THE NEXT 3 MONTHS

SPEND LESS ON MY FOOD BUDGET

			FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
	TOTAL	MALE	TOTAL	18-34	25-54	50+	NORTH EAST	WEST	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	2277	285	1987	595	1394	749	530	698	306	1216	991	1153	655	1127	353	1102
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	36	5	31	5	10	23	11	10	3	24	10	16	4	15	13	12
	1.6	1.8	1.6	0.8	0.7	3.1	2.1	1.4	1.0	2.0	1.0	1.4	0.6	1.3	3.7	1.1
BASE	2241	280	1956	590	1384	726	519	688	303	1192	981	1137	651	1112	340	1090
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
DEFINITELY DO	350	30	320	96	205	132	73	109	52	195	146	186	92	150	87	119
	15.6	10.7	16.4	16.3	14.8	18.2	14.1	15.8	17.2	16.4	14.9	16.4	14.1	13.5	25.6	10.9
MAY OR MAY NOT DO	901	103	795	251	564	289	214	273	113	494	378	502	295	430	147	404
	40.2	36.8	40.6	42.5	40.8	39.8	41.2	39.7	37.3	41.4	38.5	44.2	45.3	38.7	43.2	37.1
PROBABLY WON'T DO	724	102	620	184	457	219	166	224	107	375	333	336	201	389	79	391
	32.3	36.4	31.7	31.2	33.0	30.2	32.0	32.6	35.3	31.5	33.9	29.6	30.9	35.0	23.2	35.9
DEFINITELY WON'T DO	266	45	221	59	158	86	66	82	31	128	124	113	63	143	27	176
	11.9	16.1	11.3	10.0	11.4	11.8	12.7	11.9	10.2	10.7	12.6	9.9	9.7	12.9	7.9	16.1

Q11. HOW MUCH THE CONTINUING PROBLEM OF RISING PRICES AND THE NEED TO CONSERVE ENERGY WILL AFFECT YOUR BEHAVIOR OVER THE NEXT 3 MONTHS

BE MORE SELECTIVE IN THE QUALITY OF FOOD PRODUCTS

			FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-	INCOME	
	TOTAL	MALE	TOTAL	18-34	25-54	50+	NORTH EAST	WEST	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	LEGE GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	2277	285	1987	595	1394	749	530	698	306	1216	991	1153	655	1127	353	1102
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	24	2	22	2	7	15	8	6	1	16	5	11	4	10	5	12
	1.1	0.7	1.1	0.3	0.5	2.0	1.5	0.9	0.3	1.3	0.5	1.0	0.6	0.9	1.4	1.1
BASE	2253	283	1965	593	1387	734	522	692	305	1200	986	1142	651	1117	348	1090
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
DEFINITELY DO	1365	131	1232	364	824	494	315	439	177	739	579	716	385	644	242	607
	60.6	46.3	62.7	61.4	59.4	67.3	60.3	63.4	58.0	61.6	58.7	62.7	59.1	57.7	69.5	55.7
MAY OR MAY NOT DO	647	98	546	178	427	172	147	190	86	327	304	327	200	342	88	341
	28.7	34.6	27.8	30.0	30.8	23.4	28.2	27.5	28.2	27.2	30.8	28.6	30.7	30.6	25.3	31.3
PROBABLY WON'T DO	166	36	130	41	96	43	40	43	28	93	71	70	47	90	12	96
	7.4	12.7	6.6	6.9	6.9	5.9	7.7	6.2	9.2	7.7	7.2	6.1	7.2	8.1	3.4	8.8
DEFINITELY WON'T DO	75	18	57	10	40	25	20	20	14	41	32	29	19	41	6	46
	3.3	6.4	2.9	1.7	2.9	3.4	3.8	2.9	4.6	3.4	3.2	2.5	2.9	3.7	1.7	4.2

Q11. HOW MUCH THE CONTINUING PROBLEM OF RISING PRICES AND THE NEED TO CONSERVE ENERGY WILL AFFECT YOUR BEHAVIOR OVER THE NEXT 3 MONTHS

BUY MORE LOWER PRICED BRANDS

			FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
	TOTAL	MALE	TOTAL	18-34	25-54	50+	NORTH EAST	WEST	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	2277	285	1987	595	1394	749	530	698	306	1216	991	1153	655	1127	353	1102
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	34	6	28	2	7	24	13	9	2	24	8	10	4	14	10	12
	1.5	2.1	1.4	0.3	0.5	3.2	2.5	1.3	0.7	2.0	0.8	0.9	0.6	1.2	2.8	1.1
BASE	2243	279	1959	593	1387	725	517	689	304	1192	983	1143	651	1113	343	1090
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
DEFINITELY DO	403	47	356	130	259	113	79	128	53	204	189	216	121	213	77	158
	18.0	16.8	18.2	21.9	18.7	15.6	15.3	18.6	17.4	17.1	19.2	18.9	18.6	19.1	22.4	14.5
MAY OR MAY NOT DO	1024	94	929	299	669	322	240	330	133	538	455	566	321	511	171	462
	45.7	33.7	47.4	50.4	48.2	44.4	46.4	47.9	43.8	45.1	46.3	49.5	49.3	45.9	49.9	42.4
PROBABLY WON'T DO	564	94	467	122	329	184	132	158	83	308	239	263	151	266	63	324
	25.1	33.7	23.8	20.6	23.7	25.4	25.5	22.9	27.3	25.8	24.3	23.0	23.2	23.9	18.4	29.7
DEFINITELY WON'T DO	252	44	207	42	130	106	66	73	35	142	100	98	58	123	32	146
	11.2	15.8	10.6	7.1	9.4	14.6	12.8	10.6	11.5	11.9	10.2	8.6	8.9	11.1	9.3	13.4

Q11. HOW MUCH THE CONTINUING PROBLEM OF RISING PRICES AND THE NEED TO CONSERVE ENERGY WILL AFFECT YOUR BEHAVIOR OVER THE NEXT 3 MONTHS

INVESTIGATE FOODS I HAVEN'T TRIED BEFORE

			FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
	TOTAL	MALE	TOTAL	18-34	25-54	50+	NORTH EAST	WEST	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	2277	285	1987	595	1394	749	530	698	306	1216	991	1153	655	1127	353	1102
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	44	4	40	7	15	30	15	12	6	31	8	16	6	19	10	13
	1.9	1.4	2.0	1.2	1.1	4.0	2.8	1.7	2.0	2.5	0.8	1.4	0.9	1.7	2.8	1.2
BASE	2233	281	1947	588	1379	719	515	686	300	1185	983	1137	649	1108	343	1089
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
DEFINITELY DO	466	71	395	136	270	152	114	150	62	266	177	238	122	236	108	188
	20.9	25.3	20.3	23.1	19.6	21.1	22.1	21.9	20.7	22.4	18.0	20.9	18.8	21.3	31.5	17.3
MAY OR MAY NOT DO	1178	137	1037	316	745	357	255	373	178	591	561	612	369	586	171	576
	52.8	48.8	53.3	53.7	54.0	49.7	49.5	54.4	59.3	49.9	57.1	53.8	56.9	52.9	49.9	52.9
PROBABLY WON'T DO	505	62	442	121	319	171	126	139	52	273	216	247	131	248	58	278
	22.6	22.1	22.7	20.6	23.1	23.8	24.5	20.3	17.3	23.0	22.0	21.7	20.2	22.4	16.9	25.5
DEFINITELY WON'T DO	84	11	73	15	45	39	20	24	8	55	29	40	27	38	6	47
	3.8	3.9	3.7	2.6	3.3	5.4	3.9	3.5	2.7	4.6	3.0	3.5	4.2	3.4	1.7	4.3

Q11. HOW MUCH THE CONTINUING PROBLEM OF RISING PRICES AND THE NEED TO CONSERVE ENERGY WILL AFFECT YOUR BEHAVIOR OVER THE NEXT 3 MONTHS

BE MORE CREATIVE IN MY TREATMENT OF LEFTOVERS

			FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-	INCOME	
	TOTAL	MALE	TOTAL	18-34	25-54	50+	NORTH EAST	WEST	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	LEGE GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	2277	285	1987	595	1394	749	530	698	306	1216	991	1153	655	1127	353	1102
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	28	6	21	1	6	19	9	7	5	22	3	8	4	11	7	10
	1.2	2.1	1.1	0.2	0.4	2.5	1.7	1.0	1.6	1.8	0.3	0.7	0.6	1.0	2.0	0.9
BASE	2249	279	1966	594	1388	730	521	691	301	1194	988	1145	651	1116	346	1092
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
DEFINITELY DO	1125	119	1005	309	679	403	261	364	147	607	482	584	322	531	214	466
	50.0	42.7	51.1	52.0	48.9	55.2	50.1	52.7	48.8	50.8	48.8	51.0	49.5	47.6	61.8	42.7
MAY OR MAY NOT DO	772	112	658	203	494	274	180	234	99	410	356	395	226	398	97	410
	34.3	40.1	33.5	34.2	35.6	29.9	34.5	33.9	32.9	33.5	36.0	34.5	34.7	35.7	28.0	37.5
PROBABLY WON'T DO	277	33	243	70	173	86	64	68	42	150	113	137	84	146	30	164
	12.3	11.8	12.4	11.8	12.5	11.8	12.3	9.8	14.0	12.6	11.4	12.0	12.9	13.1	8.7	15.0
DEFINITELY WON'T DO	75	15	60	12	42	23	16	25	13	37	37	29	19	41	5	52
	3.3	5.4	3.1	2.0	3.0	3.2	3.1	3.6	4.3	3.1	3.7	2.5	2.9	3.7	1.4	4.8

411. HOW MUCH THE CONTINUING PROBLEM OF RISING PRICES AND THE NEED TO CONSERVE ENERGY WILL AFFECT YOUR BEHAVIOR OVER THE NEXT 3 MONTHS

EAT OUT LESS

			FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-	INCOME	
	TOTAL	MALE	TOTAL	18-34	25-54	50+	NORTH EAST	WEST	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	LEGE GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	2277	285	1987	595	1394	749	530	698	306	1216	991	1153	655	1127	353	1102
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	35	4	31	5	9	22	12	9	5	25	5	13	5	12	9	9
	1.5	1.4	1.6	0.8	0.6	2.9	2.3	1.3	1.6	2.1	0.5	1.1	0.8	1.1	2.5	0.8
BASE	2242	281	1956	590	1385	727	518	689	301	1191	986	1140	650	1115	344	1093
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
DEFINITELY DO	828	98	728	238	509	265	176	260	122	432	373	426	232	398	127	325
	36.9	34.9	37.2	40.3	36.8	36.5	34.0	37.7	40.5	36.3	37.8	37.4	35.7	35.7	51.5	29.7
MAY OR MAY NOT DO	739	89	647	196	472	234	173	233	86	388	326	390	220	367	101	349
	33.0	31.7	33.1	33.2	34.1	32.2	33.4	33.8	28.6	32.6	33.1	34.2	33.8	32.9	29.4	31.9
PROBABLY WON'T DO	473	62	411	119	286	155	113	140	61	250	213	238	141	236	54	278
	21.1	22.1	21.0	20.2	20.6	21.3	21.8	20.3	20.3	21.0	21.6	20.9	21.7	21.2	15.7	25.4
DEFINITELY WON'T DO	202	32	170	37	118	73	56	56	32	121	74	86	57	114	12	141
	9.0	11.4	8.7	6.3	8.5	10.0	10.8	8.1	10.6	10.2	7.5	7.5	8.8	10.2	3.5	12.9

Q11. HOW MUCH THE CONTINUING PROBLEM OF RISING PRICES AND THE NEED TO CONSERVE ENERGY WILL AFFECT YOUR BEHAVIOR OVER THE NEXT 3 MONTHS

USE MORE CENTS-OFF COUPONS

			FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-	INCOME	
	TOTAL	MALE	TOTAL	18-34	25-54	50+	NORTH EAST	WEST	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	LEGE GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	2277	285	1987	595	1394	749	530	699	356	1216	991	1153	655	1127	353	1102
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	31	2	29	2	10	21	13	10	1	21	7	15	4	11	7	9
	1.4	0.7	1.5	0.3	0.7	2.8	2.5	1.4	0.3	1.7	0.7	1.3	0.6	1.0	2.0	0.8
BASE	2246	283	1958	593	1384	728	517	688	305	1195	984	1138	651	1116	346	1093
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
DEFINITELY DO	949	87	859	299	612	294	236	259	129	505	416	502	295	449	187	377
	42.3	30.7	43.9	50.4	44.2	40.4	45.6	37.6	42.3	42.3	42.3	44.1	45.3	40.2	54.0	34.5
MAY OR MAY NOT DO	780	98	680	192	484	258	158	247	110	397	360	400	212	402	111	393
	34.7	34.6	34.7	32.4	35.0	35.4	30.6	35.9	36.1	33.2	36.6	35.1	32.6	36.0	32.1	36.0
PROBABLY WON'T DO	366	65	301	77	210	121	87	119	46	200	155	168	103	190	34	218
	16.3	23.0	15.4	13.0	15.2	16.6	16.9	17.3	15.1	16.7	15.8	14.8	15.8	17.0	9.8	19.9
DEFINITELY WON'T DO	151	33	118	25	78	55	36	63	20	93	53	68	41	75	14	105
	6.7	11.7	6.0	4.2	5.6	7.6	7.0	9.2	6.6	7.8	5.4	6.0	6.3	6.7	4.0	9.6

Q11. HOW MUCH THE CONTINUING PROBLEM OF RISING PRICES AND THE NEED TO CONSERVE ENERGY WILL AFFECT YOUR BEHAVIOR OVER THE NEXT 3 MONTHS

BUY FEWER 'CONVENIENCE ITEMS'

			FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
	TOTAL	MALE	TOTAL	18-34	25-54	55+	NORTH EAST	WEST	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	2277	285	1987	595	1394	749	530	698	306	1216	991	1153	655	1127	353	1102
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	50	10	40	7	15	28	14	17	4	35	13	21	8	21	12	19
	2.2	3.5	2.0	1.2	1.1	3.7	2.6	2.4	1.3	2.9	1.3	1.8	1.2	1.9	3.4	1.7
BASE	2227	275	1947	588	1379	721	516	681	302	1181	978	1132	647	1106	341	1083
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
DEFINITELY DO	1001	94	905	274	645	317	230	322	123	494	480	506	265	495	174	432
	44.9	34.2	46.5	46.6	46.8	44.0	44.6	47.3	40.7	41.8	49.1	44.7	41.0	44.8	51.0	39.9
MAY OR MAY NOT DO	774	108	663	218	485	239	177	235	118	411	339	414	239	371	117	377
	34.8	39.3	34.1	37.1	35.2	33.1	34.3	34.5	39.1	34.8	34.7	36.6	36.9	33.5	34.3	34.8
PROBABLY WON'T DO	324	51	273	80	184	107	70	87	47	195	117	157	106	173	35	192
	14.5	18.5	14.0	13.6	13.3	14.8	13.6	12.8	15.6	16.5	12.0	13.9	16.4	15.6	10.3	17.7
DEFINITELY WON'T DO	128	22	106	16	65	58	39	37	14	51	42	55	37	67	15	82
	5.7	8.0	5.4	2.7	4.7	8.0	7.6	5.4	4.6	6.9	4.3	4.9	5.7	6.1	4.4	7.6

Q11. HOW MUCH THE CONTINUING PROBLEM OF RISING PRICES AND THE NEED TO CONSERVE ENERGY WILL AFFECT YOUR BEHAVIOR OVER THE NEXT 3 MONTHS

EXPERIMENT MORE WITH SPICES AND SAUCES TO IMPROVE BASIC FOODS

			FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
	TOTAL	MALE	TOTAL	18-34	25-54	50+	NORTH EAST	WEST	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	2277	285	1987	595	1394	749	530	698	386	1216	991	1153	655	1127	353	1102
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	38	6	32	4	10	25	13	11	5	28	6	14	4	14	10	11
	1.7	2.1	1.6	0.7	0.7	3.3	2.5	1.6	1.6	2.3	0.6	1.2	0.6	1.2	2.8	1.0
BASE	2239	279	1955	591	1384	724	517	687	301	1188	985	1139	651	1113	343	1091
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
DEFINITELY DO	1067	137	928	290	644	360	261	338	134	583	447	533	279	504	207	450
	47.7	49.1	47.5	49.1	46.5	49.7	50.5	49.2	44.5	49.1	45.4	46.8	42.9	45.3	60.3	41.2
MAY OR MAY NOT DO	766	95	666	228	503	209	173	225	114	390	358	414	255	415	91	396
	34.2	34.1	34.2	38.6	36.3	28.9	33.5	32.8	37.9	32.8	36.3	36.3	39.2	37.3	26.5	36.3
PROBABLY WON'T DO	341	41	300	66	209	117	67	103	48	176	156	170	102	162	35	205
	15.2	14.7	15.3	11.2	15.1	16.2	13.0	15.0	15.9	14.8	15.8	14.9	15.7	14.6	10.2	18.8
DEFINITELY WON'T DO	65	6	59	7	28	38	16	21	5	39	24	22	15	32	10	40
	2.9	2.2	3.0	1.2	2.0	5.2	3.1	3.1	1.7	3.3	2.4	1.9	2.3	2.9	2.9	3.7

Q11. HOW MUCH THE CONTINUING PROBLEM OF RISING PRICES AND THE NEED TO CONSERVE ENERGY WILL AFFECT YOUR BEHAVIOR OVER THE NEXT 3 MONTHS

SHOP LESS OFTEN

			FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
	TOTAL	MALE	TOTAL	18-34	25-54	50+	NORTH EAST	WEST	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR LETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	2277	285	1987	595	1394	749	530	698	306	1216	991	1153	655	1127	353	1102
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	37	7	30	2	2	26	10	9	5	29	4	12	3	12	7	12
	1.6	2.5	1.5	0.3	0.1	3.5	1.9	1.3	1.6	2.4	0.4	1.0	0.5	1.1	2.0	1.1
BASE	2240	278	1957	593	1392	723	520	689	301	1187	987	1141	652	1115	346	1090
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
DEFINITELY DO	571	43	526	150	355	216	119	201	70	314	238	300	172	261	113	234
	25.5	15.5	26.9	25.3	25.5	29.9	22.9	29.2	23.3	26.5	24.1	26.3	26.4	23.4	32.7	21.5
MAY OR MAY NOT DO	743	91	649	209	475	229	162	231	103	390	328	403	212	370	120	356
	33.2	32.7	33.2	35.2	34.1	31.7	31.2	33.5	34.2	32.9	33.2	35.3	32.5	33.2	34.7	32.7
PROBABLY WON'T DO	661	100	561	171	404	200	157	186	96	338	307	312	195	348	88	344
	29.5	36.0	28.7	28.8	29.0	27.7	30.2	27.0	31.9	28.5	31.1	27.3	29.9	31.2	25.4	31.6
DEFINITELY WON'T DO	265	44	221	63	158	78	82	71	32	145	114	126	73	136	25	156
	11.8	15.8	11.3	10.6	11.4	10.8	15.8	10.3	10.6	12.2	11.6	11.0	11.2	12.2	7.2	14.3

Q11. HOW MUCH THE CONTINUING PROBLEM OF RISING PRICES AND THE NEED TO CONSERVE ENERGY WILL AFFECT YOUR BEHAVIOR OVER THE NEXT 3 MONTHS

DO MORE BAKING

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	WEST	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	2277	285	1987	595	1394	749	530	698	306	1216	991	1153	655	1127	353	1102
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	41	7	34	3	11	26	13	11	6	29	10	17	7	17	8	16
	1.8	2.5	1.7	0.5	0.8	3.5	2.5	1.6	2.0	2.4	1.0	1.5	1.1	1.5	2.3	1.5
BASE	2236	278	1953	592	1383	723	517	687	300	1187	981	1136	648	1110	345	1086
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
DEFINITELY DO	669	54	613	201	418	229	178	195	72	335	312	332	180	305	146	271
	29.9	19.4	31.4	34.0	30.2	31.7	34.4	28.4	24.0	28.2	31.8	29.2	27.8	27.5	42.3	25.0
MAY OR MAY NOT DO	752	85	665	229	499	210	153	229	103	379	351	402	225	397	112	351
	33.6	30.6	34.1	38.7	36.1	29.0	29.6	33.3	34.3	31.9	35.8	35.4	34.7	35.8	32.5	32.3
PROBABLY WON'T DO	568	96	471	125	335	182	126	178	85	316	237	292	169	281	61	314
	25.4	34.5	24.1	21.1	24.2	25.2	24.4	25.9	28.3	26.6	24.2	25.7	26.1	25.3	17.7	28.9
DEFINITELY WON'T DO	247	43	204	37	131	102	60	65	40	157	81	110	74	127	26	150
	11.0	15.5	10.4	6.3	9.5	14.1	11.6	12.4	13.3	13.2	8.3	9.7	11.4	11.4	7.5	13.8

Q11. HOW MUCH THE CONTINUING PROBLEM OF RISING PRICES AND THE NEED TO CONSERVE ENERGY WILL AFFECT YOUR BEHAVIOR OVER THE NEXT 3 MONTHS

SHOP CLOSER TO HOME

			FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-	INCOME	
	TOTAL	MALE	TOTAL	18-34	25-54	50+	NORTH EAST	WEST	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	LEGE GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	2277	285	1987	595	1394	749	530	698	306	1216	991	1153	655	1127	353	1102
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	42	4	38	3	14	27	10	13	8	28	11	18	11	19	9	19
	1.8	1.4	1.9	0.5	1.0	3.6	1.9	1.9	2.6	2.3	1.1	1.6	1.7	1.7	2.5	1.7
BASE	2235	281	1949	592	1380	722	520	685	298	1188	980	1135	644	1108	344	1083
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
DEFINITELY DO	789	66	722	195	477	317	184	261	98	429	322	390	200	338	172	322
	35.3	23.5	37.0	32.9	34.6	43.9	35.4	38.1	32.9	36.1	33.9	34.4	31.1	30.5	50.0	29.7
MAY OR MAY NOT DO	639	78	560	191	413	172	159	192	89	338	283	356	196	323	88	309
	28.6	27.8	28.7	32.3	29.9	23.8	30.6	28.0	29.9	28.5	28.9	31.4	30.4	29.2	25.6	28.5
PROBABLY WON'T DO	538	97	439	149	319	142	114	153	84	285	240	270	179	302	64	291
	24.1	34.5	22.5	25.2	23.1	19.7	21.9	22.3	28.2	24.0	24.5	23.8	27.8	27.3	18.6	26.9
DEFINITELY WON'T DO	269	40	228	57	171	91	63	79	27	136	125	119	69	145	20	161
	12.0	14.2	11.7	9.6	12.4	12.6	12.1	11.5	9.1	11.4	12.8	10.5	10.7	13.1	5.8	14.9

Q11. HOW MUCH THE CONTINUING PROBLEM OF RISING PRICES AND THE NEED TO CONSERVE ENERGY WILL AFFECT YOUR BEHAVIOR OVER THE NEXT 3 MONTHS

COOK LESS OFTEN

			FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
	TOTAL	MALE	TOTAL	18-34	25-54	50+	NORTH EAST	WEST	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	25,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	2277	285	1987	595	1394	749	530	698	396	1216	991	1153	655	1127	353	1102
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	45	4	41	6	13	29	13	15	4	34	10	17	7	18	11	16
	2.0	1.4	2.1	1.0	0.9	3.9	2.5	2.1	1.3	2.8	1.0	1.5	1.1	1.6	3.1	1.5
BASE	2232	281	1946	589	1381	728	517	683	302	1182	981	1136	648	1109	342	1086
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
DEFINITELY DO	135	16	119	30	69	63	23	45	21	80	45	71	43	62	31	44
	6.0	5.7	6.1	5.1	5.0	8.7	4.4	6.6	7.0	6.8	4.6	6.3	6.6	5.6	9.1	4.1
MAY OR MAY NOT DO	430	45	384	104	257	157	94	133	62	262	150	232	126	213	87	174
	19.3	16.0	19.7	17.7	18.6	21.6	18.2	19.5	20.5	22.2	15.3	20.4	19.4	19.2	25.4	16.0
PROBABLY WON'T DO	840	119	719	241	522	235	199	260	125	430	387	435	254	432	115	428
	37.6	42.3	36.9	40.9	37.8	32.6	38.5	38.1	41.4	36.4	39.4	38.3	39.2	39.0	33.6	39.4
DEFINITELY WON'T DO	827	101	724	214	533	265	201	245	94	410	399	398	225	402	109	440
	37.1	35.9	37.2	36.3	38.6	36.8	38.9	35.9	31.1	34.7	40.7	35.0	34.7	36.2	31.9	40.5

Q11. HOW MUCH THE CONTINUING PROBLEM OF RISING PRICES AND THE NEED TO CONSERVE ENERGY WILL AFFECT YOUR BEHAVIOR OVER THE NEXT 3 MONTHS

DO MY OWN CANNING

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	WEST	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	25,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	2277	285	1987	595	1394	749	530	698	306	1216	991	1153	655	1127	353	1102
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	55	8	47	7	11	34	16	16	10	41	10	17	6	22	17	20
	2.4	2.8	2.4	1.2	0.8	4.5	3.0	2.3	3.3	3.4	1.0	1.5	0.9	2.0	4.8	1.8
BASE	2222	277	1940	588	1383	715	514	682	296	1175	981	1136	649	1105	336	1082
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
DEFINITELY DO	365	30	333	108	230	136	82	114	41	176	180	180	91	158	86	123
	16.4	10.8	17.2	18.4	16.6	19.0	16.0	16.7	13.9	15.0	18.3	15.8	14.0	14.3	25.6	11.4
MAY OR MAY NOT DO	369	42	326	117	234	102	79	128	41	183	176	200	110	167	69	167
	16.6	15.2	16.8	19.9	16.9	14.3	15.4	18.8	13.9	15.6	17.9	17.6	16.9	15.1	20.5	15.4
PROBABLY WON'T DO	494	65	427	141	325	127	105	147	68	261	210	274	160	263	70	236
	22.2	23.5	22.0	24.0	23.5	17.8	20.4	21.6	23.0	22.2	21.4	24.1	24.7	23.8	20.8	21.8
DEFINITELY WON'T DO	994	140	854	222	594	350	248	293	146	555	415	482	288	517	111	556
	44.7	50.5	44.0	37.8	43.0	49.0	48.2	43.0	49.3	47.2	42.3	42.4	44.4	46.8	33.0	51.4

Q11. HOW MUCH THE CONTINUING PROBLEM OF RISING PRICES AND THE NEED TO CONSERVE ENERGY WILL AFFECT YOUR BEHAVIOR OVER THE NEXT 3 MONTHS

BUY FEWER SNACK PRODUCTS

			FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
	TOTAL	MALE	TOTAL	18-34	25-54	50+	NORTH EAST	WEST	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	2277	285	1987	595	1394	749	533	698	306	1216	991	1153	655	1127	353	1102
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	48	9	39	5	16	23	19	11	5	35	12	21	9	19	12	23
	2.1	3.2	2.0	0.8	1.1	3.1	3.6	1.6	1.6	2.9	1.2	1.8	1.4	1.7	3.4	2.1
BASE	2229	276	1948	590	1378	726	511	687	301	1181	979	1132	646	1108	341	1079
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
DEFINITELY DO	1078	112	964	281	674	372	235	346	140	567	490	559	307	539	188	475
	48.4	40.6	49.5	47.6	48.9	51.2	46.0	50.4	46.5	48.0	49.0	49.4	47.5	48.6	55.1	44.0
MAY OR MAY NOT DO	612	85	525	187	402	156	138	196	81	304	289	320	180	296	93	287
	27.5	30.8	27.0	31.7	29.2	21.5	27.0	28.5	26.9	25.7	29.5	28.3	27.9	26.7	27.3	26.6
PROBABLY WON'T DO	340	51	288	84	190	115	77	90	50	194	140	159	95	188	34	203
	15.3	18.5	14.8	14.2	13.8	15.8	15.1	13.1	16.6	16.4	14.3	14.0	14.7	17.0	10.0	18.8
DEFINITELY WON'T DO	199	28	171	38	112	83	61	55	30	116	70	94	64	85	26	114
	8.9	10.1	8.8	6.4	8.1	11.4	11.9	8.0	10.0	9.8	7.2	8.3	9.9	7.7	7.6	10.6

Q11. HOW MUCH THE CONTINUING PROBLEM OF RISING PRICES AND THE NEED TO CONSERVE ENERGY WILL AFFECT YOUR BEHAVIOR OVER THE NEXT 3 MONTHS

GROW MY OWN VEGETABLES/FRUITS

			FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
	TOTAL	MALE	TOTAL	18-34	25-54	50+	NORTH EAST	WEST	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	2277	285	1987	595	1394	749	536	696	306	1216	991	1153	655	1127	353	1102
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	35	3	32	2	8	25	9	13	4	23	9	13	5	15	9	10
	1.5	1.1	1.6	0.3	0.6	3.3	1.7	1.9	1.3	1.9	0.9	1.1	0.8	1.3	2.5	0.9
BASE	2242	282	1955	593	1386	724	521	685	302	1193	982	1140	650	1112	344	1092
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
DEFINITELY DO	672	71	599	194	423	214	169	213	62	336	319	351	195	319	123	288
	30.0	25.2	30.6	32.7	30.5	29.6	32.4	31.1	20.5	28.2	32.5	30.8	30.0	28.7	35.8	26.4
MAY OR MAY NOT DO	460	68	390	134	303	112	91	168	56	206	243	244	140	246	54	225
	20.5	24.1	19.9	22.6	21.9	15.5	17.5	24.5	18.5	17.3	24.7	21.4	21.5	22.1	15.7	20.6
PROBABLY WON'T DO	365	50	314	96	234	104	73	112	57	180	167	188	103	175	49	189
	16.3	17.7	16.1	16.2	16.9	14.4	14.0	16.4	18.9	15.1	17.0	16.5	15.8	15.7	14.2	17.3
DEFINITELY WON'T DO	745	93	652	169	426	294	188	192	127	471	253	357	212	372	118	390
	33.2	33.0	33.4	28.5	30.7	40.6	36.1	28.0	42.1	39.5	25.8	31.3	32.6	33.5	34.3	35.7

Q11. HOW MUCH THE CONTINUING PROBLEM OF RISING PRICES AND THE NEED TO CONSERVE ENERGY WILL AFFECT YOUR BEHAVIOR OVER THE NEXT 3 MONTHS

BUY FOOD IN BULK OR BY THE CASE

			FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
	TOTAL	MALE	TOTAL	18-34	25-54	50+	NORTH EAST	WEST	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	OR LESS	OR MORE
TOTAL RESPONDENTS	2277	285	1987	595	1394	749	530	698	306	1216	991	1153	655	1127	353	1102
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	28	2	26	1	3	23	8	9	3	21	4	10	2	10	7	8
	1.2	0.7	1.3	0.2	0.2	3.1	1.5	1.3	1.0	1.7	0.4	0.9	0.3	0.9	2.0	0.7
BASE	2249	283	1961	594	1391	726	522	689	303	1195	987	1143	653	1117	346	1094
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
DEFINITELY DO	304	27	276	97	214	79	72	116	26	133	164	159	89	150	57	131
	13.5	9.5	14.1	16.3	15.4	10.9	13.8	16.8	8.6	11.1	16.6	13.9	13.6	13.4	16.5	12.0
MAY OR MAY NOT DO	582	84	498	179	385	140	117	195	80	263	307	310	185	303	76	287
	25.9	29.7	25.4	30.1	27.7	19.3	22.4	28.3	26.4	22.0	31.1	27.1	28.3	27.1	22.0	26.2
PROBABLY WON'T DO	630	90	537	162	388	194	141	188	88	324	286	320	177	312	93	304
	28.0	31.8	27.4	27.3	27.9	26.7	27.0	27.3	29.0	27.1	29.0	28.0	27.1	27.9	26.9	27.8
DEFINITELY WON'T DO	733	82	650	156	404	313	192	190	109	475	230	354	202	352	120	372
	32.6	29.0	33.1	26.3	29.0	43.1	36.8	27.6	36.0	39.7	23.3	31.0	30.9	31.5	34.7	34.0

Q12A. WHERE DO YOU EAT THIS TYPE OF FOOD

CHINESE FOOD

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE GRAD	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	WEST	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	2277	285	1987	595	1394	749	530	698	306	1216	991	1153	655	1127	353	1102
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	32	3	29	3	12	23	12	7	3	18	10	11	7	10	9	8
	1.4	1.1	1.5	0.5	0.9	3.1	2.3	1.0	1.0	1.5	1.0	1.0	1.1	0.9	2.5	0.7
BASE	2245	282	1958	592	1382	726	518	691	303	1198	981	1142	648	1117	344	1094
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
AT HOME	243	23	220	40	135	102	66	65	39	125	110	121	64	99	50	108
	10.8	8.2	11.2	6.8	9.8	14.0	12.7	9.4	12.9	10.4	11.2	10.6	9.9	8.9	14.5	9.9
WHEN EATING OUT	685	92	593	174	395	231	154	223	87	409	253	347	202	303	118	326
	30.5	32.6	30.3	29.4	28.6	31.8	29.7	32.3	28.7	34.1	25.8	30.4	31.2	27.1	34.3	30.0
BOTH	1160	160	996	344	762	324	243	375	158	581	548	602	337	644	157	591
	51.7	56.7	50.9	58.1	55.1	44.6	46.9	54.3	52.1	48.5	55.9	52.7	52.0	57.7	45.6	54.0
NEITHER	157	7	149	34	90	69	55	28	19	83	70	72	45	71	19	67
	7.0	2.5	7.6	5.7	6.5	9.5	10.6	4.1	6.3	6.9	7.1	6.3	6.9	6.4	5.5	6.1

Q12A. WHERE DO YOU EAT THIS TYPE OF FOOD

ITALIAN FOOD

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	WEST	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	2277	285	1987	595	1394	749	530	698	306	1216	991	1153	655	1127	353	1102
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	32	4	27	2	8	22	10	10	2	17	10	10	6	12	9	13
	1.4	1.4	1.4	0.3	0.6	2.9	1.9	1.4	0.7	1.4	1.0	0.9	0.9	1.1	2.5	1.2
BASE	2245	281	1960	593	1386	727	520	688	304	1199	961	1143	649	1115	344	1089
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
AT HOME	520	46	474	112	296	213	134	155	72	259	241	254	134	214	104	203
	23.2	16.4	24.2	18.9	21.4	29.3	25.8	22.5	23.7	21.6	24.6	22.2	20.6	19.2	30.2	18.6
WHEN EATING OUT	205	29	176	37	96	90	40	71	34	137	59	94	49	96	38	95
	9.1	10.3	9.0	6.2	6.9	12.4	7.7	10.3	11.2	11.4	6.0	8.2	7.6	8.6	11.0	8.7
BOTH	1439	199	1236	436	966	374	334	440	164	749	658	762	447	769	181	757
	64.1	70.8	63.1	73.5	69.7	51.4	64.2	64.0	60.5	62.5	67.1	66.7	68.9	69.0	52.6	69.5
NEITHER	81	7	74	8	28	50	12	22	14	54	23	33	19	36	21	34
	3.6	2.5	3.8	1.3	2.0	6.9	2.3	3.2	4.6	4.5	2.3	2.9	2.9	3.2	6.1	3.1

Q12A. WHERE DO YOU EAT THIS TYPE OF FOOD

MEXICAN FOOD

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE GRAD	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	WEST	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	OR BETTER	25,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	2277	285	1987	595	1394	749	530	698	306	1216	991	1153	655	1127	353	1102
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	72	9	63	4	18	54	25	16	10	48	17	23	14	22	24	17
	3.2	3.2	3.2	0.7	1.3	7.2	4.7	2.6	3.3	3.9	1.7	2.0	2.1	2.0	6.8	1.5
BASE	2205	276	1924	591	1376	695	505	680	296	1168	974	1130	641	1105	329	1085
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
AT HOME	272	27	245	68	192	78	79	55	52	109	156	145	83	127	46	118
	12.3	9.8	12.7	11.5	14.0	11.2	15.6	8.1	17.6	9.3	16.0	12.8	12.9	11.5	14.0	10.9
WHEN EATING OUT	461	65	395	130	260	165	102	149	58	284	157	242	138	239	84	218
	20.9	23.6	20.5	22.0	18.9	23.7	20.2	21.9	19.6	24.3	16.1	21.4	21.5	21.6	25.5	20.1
BOTH	959	135	820	298	655	202	83	431	106	491	447	511	291	514	107	523
	43.5	48.9	42.6	50.4	47.6	29.1	16.4	63.4	35.8	42.0	45.9	45.2	45.4	46.5	32.5	48.2
NEITHER	513	49	464	95	269	250	241	45	80	284	214	232	129	225	92	226
	23.3	17.8	24.1	16.1	19.5	36.0	47.7	6.6	27.0	24.3	22.0	20.5	20.1	20.4	28.0	20.8

Q12A. WHERE DO YOU EAT THIS TYPE OF FOOD

SPANISH FOOD

			FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-	INCOME	
	TOTAL	MALE	TOTAL	18-34	25-54	50+	NORTH EAST	WEST	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	LEGE GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	2277	285	1987	595	1394	749	530	698	306	1216	991	1153	655	1127	353	1102
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	114	12	102	9	37	73	35	32	12	69	36	40	21	46	28	47
	5.0	4.2	5.1	1.5	2.7	9.7	6.6	4.6	3.9	5.7	3.6	3.5	3.2	4.1	7.9	4.3
BASE	2163	273	1885	586	1357	676	495	666	294	1147	955	1113	634	1081	325	1055
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
AT HOME	212	29	182	51	143	59	48	64	37	93	115	111	59	93	29	94
	9.8	10.6	9.7	8.7	10.5	8.7	9.7	9.6	12.6	8.1	12.0	10.0	9.3	8.6	8.9	8.9
WHEN EATING OUT	393	58	335	114	236	122	87	138	62	246	134	223	125	212	68	194
	18.2	21.2	17.8	19.5	17.4	18.0	17.6	20.7	21.1	21.4	14.0	20.0	19.7	19.6	20.9	18.4
BOTH	361	52	309	103	233	95	57	162	55	201	152	190	114	190	41	199
	16.7	19.0	16.4	17.6	17.2	14.1	11.5	24.3	18.7	17.5	15.9	17.1	18.0	17.6	12.6	18.9
NEITHER	1197	134	1059	318	745	400	303	302	140	607	554	589	336	586	187	568
	55.3	49.1	56.2	54.3	54.9	59.2	61.2	45.3	47.6	52.9	58.0	52.9	53.0	54.2	57.5	53.8

Q12A. WHERE DO YOU EAT THIS TYPE OF FOOD

JAPANESE FOOD

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	WEST	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	2277	285	1987	595	1394	749	530	698	306	1216	991	1153	655	1127	353	1102
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	88	10	78	7	24	61	27	22	10	58	22	25	13	26	29	24
	3.9	3.5	3.9	1.2	1.7	8.1	5.1	3.2	3.3	4.8	2.2	2.2	2.0	2.3	8.2	2.2
BASE	2189	275	1909	588	1370	688	503	676	296	1158	969	1128	642	1101	324	1078
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
AT HOME	129	8	120	28	83	49	24	36	28	62	63	75	40	63	18	50
	5.9	2.9	6.3	4.8	6.1	7.1	4.8	5.3	9.5	5.4	6.5	6.6	6.2	5.7	5.6	4.6
WHEN EATING OUT	769	116	652	238	503	205	181	266	96	421	322	418	226	423	109	411
	35.1	42.2	34.2	40.5	36.7	29.8	36.0	39.3	32.4	36.4	33.2	37.1	35.2	38.4	33.6	38.1
BOTH	402	55	345	123	260	97	62	160	53	209	183	211	129	218	46	225
	18.4	20.0	18.1	20.9	19.0	14.1	12.3	23.7	17.9	18.0	18.9	18.7	20.1	19.8	14.2	20.9
NEITHER	889	96	792	199	524	337	236	214	119	466	401	424	247	397	151	392
	40.6	34.9	41.5	33.8	38.2	49.0	46.9	31.7	40.2	40.2	41.4	37.6	38.5	36.1	46.6	36.4

Q12A. WHERE DO YOU EAT THIS TYPE OF FOOD

FRENCH FOOD

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	WEST	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	25,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	2277	285	1987	595	1394	749	530	698	306	1216	991	1153	655	1127	353	1102
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	63	7	56	3	16	44	17	17	7	40	16	19	11	16	19	14
	2.8	2.5	2.8	0.5	1.1	5.9	3.2	2.4	2.3	3.3	1.6	1.6	1.7	1.4	5.4	1.3
BASE	2214	278	1931	592	1378	705	513	681	299	1176	975	1134	644	1111	334	1088
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
AT HOME	236	31	204	49	135	95	67	75	28	108	119	103	56	101	45	80
	10.7	11.2	10.6	8.3	9.8	13.5	13.1	11.0	9.4	9.2	12.2	9.1	8.7	9.1	13.5	7.4
WHEN EATING OUT	577	61	514	156	353	198	142	178	72	330	227	328	174	271	86	283
	26.1	21.9	26.6	26.4	25.6	28.1	27.7	26.1	24.1	28.1	23.3	28.9	27.0	24.4	25.7	26.0
BOTH	1030	143	886	301	688	271	241	306	153	540	467	515	308	598	106	597
	46.5	51.4	45.9	50.8	49.9	38.4	47.0	44.9	51.2	45.9	47.9	45.4	47.8	53.8	31.7	54.9
NEITHER	371	43	327	86	202	141	63	122	46	198	162	188	106	141	97	128
	16.8	15.5	16.9	14.5	14.7	20.0	12.3	17.9	15.4	16.8	16.6	16.6	16.5	12.7	29.0	11.8

Q12A. WHERE DO YOU EAT THIS TYPE OF FOOD

VEGETARIAN FOOD

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE GRAD	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	WEST	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	2277	285	1987	595	1394	749	530	698	306	1216	991	1153	655	1127	353	1102
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	85	7	78	5	27	61	29	20	11	55	20	23	15	32	22	33
	3.7	2.5	3.9	0.8	1.9	8.1	5.5	2.9	3.6	4.5	2.0	2.0	2.3	2.8	6.2	3.0
BASE	2192	278	1909	590	1367	688	501	678	295	1161	971	1130	640	1095	331	1069
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
AT HOME	452	49	402	129	272	158	111	141	61	246	196	232	112	217	84	201
	20.6	17.6	21.1	21.9	19.9	23.0	22.2	20.8	20.7	21.2	20.2	20.5	17.5	19.8	25.4	18.8
WHEN EATING OUT	104	12	92	43	76	20	24	32	15	56	44	68	42	54	16	57
	4.7	4.3	4.8	7.3	5.6	2.9	4.8	4.7	5.1	4.8	4.5	6.0	6.6	4.9	4.8	5.3
BOTH	484	58	425	199	330	98	102	170	60	282	190	286	183	267	71	237
	22.1	20.9	22.3	33.7	24.1	14.2	20.4	25.1	20.3	24.3	19.6	25.3	28.6	26.2	21.5	22.2
NEITHER	1152	159	990	219	689	412	264	335	159	577	541	544	303	537	160	574
	52.6	57.2	51.9	37.1	50.4	59.9	52.7	49.4	53.9	49.7	55.7	48.1	47.3	49.0	48.3	53.7

Q12B. HOW OFTEN ARE YOU EATING EACH OF THE FOLLOWING TYPES OF FOOD

CHINESE FOOD

			FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-	INCOME	
	TOTAL	MALE	TOTAL	18-34	25-54	50+	NORTH EAST	WEST	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	LEGE GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	2277	285	1987	595	1394	749	530	698	306	1216	991	1153	655	1127	353	1102
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	58	8	50	5	19	37	16	16	9	38	17	22	12	19	14	19
	2.5	2.8	2.5	0.8	1.4	4.9	3.0	2.3	2.9	3.1	1.7	1.9	1.8	1.7	4.0	1.7
BASE	2219	277	1937	590	1375	712	514	682	297	1178	974	1131	643	1108	339	1083
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
MORE THAN ONCE A MONTH	709	97	612	210	472	196	163	235	101	384	303	389	218	397	102	372
	32.0	35.0	31.5	35.6	34.3	27.5	31.7	34.5	34.0	32.6	31.1	34.4	33.9	35.8	30.1	34.3
ONCE A MONTH	576	79	496	169	367	173	112	195	78	302	261	297	170	285	86	300
	26.0	28.5	25.6	28.6	26.7	24.3	21.8	28.6	26.3	25.6	26.8	26.3	26.4	25.7	25.4	27.7
LESS THAN ONCE A MONTH/NEVER	932	101	831	211	536	343	239	252	118	492	410	445	255	426	151	411
	42.0	36.5	42.9	35.8	39.0	48.2	46.5	37.0	39.7	41.8	42.1	39.3	39.7	38.4	44.5	38.0

Q12B. HOW OFTEN ARE YOU EATING EACH OF THE FOLLOWING TYPES OF FOOD

ITALIAN FOOD

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	WEST	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	2277	285	1987	595	1394	749	530	698	306	1216	991	1153	655	1127	353	1102
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	65	11	53	5	21	40	18	22	6	41	20	28	15	27	15	25
	2.9	3.9	2.7	0.8	1.5	5.3	3.4	3.2	2.0	3.4	2.0	2.4	2.3	2.4	4.2	2.3
BASE	2212	274	1934	590	1373	709	512	676	300	1175	971	1125	640	1100	338	1077
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
MORE THAN ONCE A MONTH	1330	186	1140	414	892	331	376	360	178	633	660	691	391	710	183	666
	60.1	67.9	58.9	70.2	65.0	46.7	73.4	53.3	59.3	53.9	68.0	61.4	61.1	64.5	54.1	61.8
ONCE A MONTH	510	52	458	123	296	196	81	180	74	301	195	263	149	244	84	242
	23.1	19.0	23.7	20.8	21.6	27.6	15.8	26.6	24.7	25.6	20.1	23.4	23.3	22.2	24.9	22.5
LESS THAN ONCE A MONTH/NEVER	372	36	336	53	185	182	55	136	48	241	116	171	100	146	71	169
	16.8	13.1	17.4	9.0	13.5	25.7	10.7	20.1	16.0	20.5	11.9	15.2	15.6	13.3	21.0	15.7

Q12B. HOW OFTEN ARE YOU EATING EACH OF THE FOLLOWING TYPES OF FOOD

MEXICAN FOOD

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE GRAD OR BETTER	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	WEST	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000		20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	2277	285	1987	595	1394	749	530	698	306	1216	991	1153	655	1127	353	1102
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	85	12	73	3	24	60	22	24	11	59	20	29	16	29	23	27
	3.7	4.2	3.7	0.5	1.7	8.0	4.2	3.4	3.6	4.9	2.0	2.5	2.4	2.6	6.5	2.5
BASE	2192	273	1914	592	1370	689	508	674	295	1157	971	1124	639	1098	330	1075
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
MORE THAN ONCE A MONTH	709	101	607	235	485	147	38	359	64	376	311	390	234	366	91	366
	32.3	37.0	31.7	39.7	35.4	21.3	7.5	53.3	21.7	32.5	32.0	34.7	36.6	33.3	27.6	34.0
ONCE A MONTH	431	54	376	122	281	120	58	160	63	205	212	223	127	234	49	234
	19.7	19.8	19.6	20.6	20.5	17.4	11.4	23.7	21.4	17.7	21.8	19.8	19.9	21.3	14.8	21.8
LESS THAN ONCE A MONTH/NEVER	1052	118	931	235	604	422	412	155	168	576	448	511	278	498	190	475
	48.0	43.2	48.6	39.7	44.1	61.2	81.1	23.0	56.9	49.8	46.1	45.5	43.5	45.4	57.6	44.2

G12B. HOW OFTEN ARE YOU EATING EACH OF THE FOLLOWING TYPES OF FOOD

SPANISH FOOD

			FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
	TOTAL	MALE	TOTAL	18-34	25-54	50+	NORTH EAST	WEST	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	2277	285	1987	595	1394	749	530	698	306	1216	991	1153	655	1127	353	1102
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	122	13	109	11	45	74	30	35	15	78	35	47	25	54	30	49
	5.4	4.6	5.5	1.8	3.2	9.9	5.7	5.0	4.9	6.4	3.5	4.1	3.8	4.8	8.5	4.4
BASE	2155	272	1878	584	1349	675	500	663	291	1138	956	1106	630	1073	323	1053
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
MORE THAN ONCE A MONTH	160	20	140	44	106	44	14	83	28	84	68	87	52	72	19	84
	7.4	7.4	7.5	7.5	7.9	6.5	2.8	12.5	9.6	7.4	7.1	7.9	8.3	6.7	5.9	8.0
ONCE A MONTH	187	27	160	52	113	55	34	71	34	97	83	101	59	100	25	93
	8.7	9.9	8.5	8.9	8.4	8.1	6.8	10.7	11.7	8.5	8.7	9.1	9.4	9.3	7.7	8.8
LESS THAN ONCE A MONTH/NEVER	1808	225	1578	488	1130	576	452	509	229	957	805	918	519	901	279	876
	83.9	82.7	84.0	83.6	83.8	85.3	90.4	76.8	78.7	84.1	84.2	83.0	82.4	84.0	86.4	83.2

Q12B. HOW OFTEN ARE YOU EATING EACH OF THE FOLLOWING TYPES OF FOOD

JAPANESE FOOD

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	WEST	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	2277	285	1987	595	1394	749	530	698	306	1216	991	1153	655	1127	353	1102
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	102	13	89	7	26	70	27	27	15	76	26	35	18	30	28	30
	4.5	4.6	4.5	1.2	1.9	9.3	5.1	3.9	4.9	6.3	2.6	3.0	2.7	2.7	7.9	2.7
BASE	2175	272	1898	588	1368	679	503	671	291	1140	971	1118	637	1097	325	1072
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
MORE THAN ONCE A MONTH	169	28	141	52	108	39	22	84	27	91	69	99	60	102	20	99
	7.8	10.3	7.4	8.8	7.9	5.7	4.4	12.5	9.3	8.0	7.1	8.9	9.4	9.3	6.2	9.2
ONCE A MONTH	226	35	192	81	131	62	56	80	24	130	91	116	69	137	41	115
	10.5	12.9	10.1	13.8	9.6	9.1	11.1	11.9	8.2	11.4	9.4	10.4	10.8	12.5	12.6	10.7
LESS THAN ONCE A MONTH/NEVER	1778	209	1565	455	1129	578	425	507	240	919	811	903	508	858	264	858
	81.7	76.8	82.5	77.4	82.5	85.1	84.5	75.6	82.5	80.6	83.5	80.8	79.7	78.2	81.2	80.0

Q128. HOW OFTEN ARE YOU EATING EACH OF THE FOLLOWING TYPES OF FOOD

FRENCH FOOD

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	WEST	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	2277	285	1987	595	1394	749	530	698	306	1216	991	1153	655	1127	353	1102
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	99	19	80	8	25	61	24	29	14	69	23	33	18	31	24	32
	4.3	6.7	4.0	1.3	1.8	8.1	4.5	4.2	4.6	5.7	2.3	2.9	2.7	2.8	6.8	2.9
BASE	2178	266	1907	587	1369	688	506	669	292	1147	968	1120	637	1096	329	1070
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
MORE THAN ONCE A MONTH	698	106	592	166	445	198	187	200	108	372	302	328	197	415	67	424
	32.0	39.8	31.0	28.3	32.5	28.8	37.0	29.9	37.0	32.4	31.2	29.3	30.9	37.9	20.4	39.6
ONCE A MONTH	443	56	385	145	283	134	109	131	67	224	202	235	131	226	65	220
	20.3	21.1	20.2	24.7	20.7	19.5	21.5	19.6	22.9	19.5	20.9	21.0	20.6	20.6	19.8	20.6
LESS THAN ONCE A MONTH/NEVER	1037	104	930	276	641	356	210	338	117	551	464	557	309	455	197	426
	47.6	39.1	48.8	47.0	46.8	51.7	41.5	50.5	40.1	48.0	47.9	49.7	48.5	41.5	59.9	39.8

Audits & Surveys, Inc.

Q12B. HOW OFTEN ARE YOU EATING EACH OF THE FOLLOWING TYPES OF FOOD

VEGETARIAN FOOD

			FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
	TOTAL	MALE	TOTAL	18-34	25-54	50+	NORTH EAST	WEST	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	2277	285	1987	595	1394	749	530	698	306	1216	991	1153	655	1127	353	1102
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	101	13	88	6	28	68	27	28	14	69	24	29	18	39	27	36
	4.4	4.6	4.4	1.0	2.0	9.1	5.1	4.0	4.6	5.7	2.4	2.5	2.7	3.5	7.6	3.3
BASE	2176	272	1899	589	1366	681	503	670	292	1147	967	1124	637	1088	326	1066
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
MORE THAN ONCE A MONTH	569	69	500	206	364	154	137	188	71	331	220	319	172	313	106	251
	26.1	25.4	26.3	35.0	26.6	22.6	27.2	28.1	24.3	28.9	22.8	28.4	27.0	28.8	32.5	23.5
ONCE A MONTH	202	18	184	78	141	47	43	60	31	103	95	111	73	108	23	104
	9.3	6.6	9.7	13.2	10.3	6.9	8.5	9.0	10.6	9.0	9.8	9.9	11.5	9.9	7.1	9.8
LESS THAN ONCE A MONTH/NEVER	1405	185	1215	305	861	480	323	422	190	713	652	694	392	667	197	711
	64.6	68.0	64.0	51.8	63.0	70.5	64.2	63.0	65.1	62.2	67.4	61.7	61.5	61.3	60.4	66.7

Audits & Surveys, Inc.

Q13. WHO USUALLY DOES THE GROCERY SHOPPING IN THIS HOUSEHOLD

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	WEST	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	2277	285	1987	595	1394	749	530	696	306	1216	991	1153	655	1127	353	1102
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	53	14	34	14	28	10	14	18	9	31	19	23	15	28	6	28
	2.3	4.9	1.7	2.4	2.0	1.3	2.6	2.6	2.9	2.5	1.9	2.0	2.3	2.5	1.7	2.5
BASE	2224	271	1953	581	1366	739	516	680	297	1185	972	1130	640	1099	347	1074
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
I DO	2059	228	1831	553	1313	664	485	640	266	1078	917	1068	598	1038	313	1005
	92.6	84.1	93.8	95.2	96.1	89.9	94.0	94.1	89.6	91.0	94.3	94.5	93.4	94.4	90.2	93.6
SPOUSE	863	135	725	224	543	249	191	248	113	389	460	406	255	455	50	508
	38.7	49.8	37.1	38.6	39.8	33.7	37.0	36.5	38.0	32.8	47.3	35.9	39.8	41.4	14.4	47.3
I DO WITH MY SPOUSE	518	86	432	144	277	177	91	174	67	310	199	254	174	244	59	259
	23.3	31.7	22.1	24.8	20.3	24.0	17.6	25.6	22.6	26.2	20.5	22.5	27.2	22.2	17.0	24.1
OTHER MALE	122	17	105	36	77	24	32	42	10	57	62	73	38	49	27	54
	5.5	6.3	5.4	6.2	5.6	3.2	6.2	6.2	3.4	4.8	6.4	6.5	5.9	4.5	7.8	5.0
OTHER FEMALE	178	17	161	39	104	59	38	49	24	57	116	99	53	79	27	87
	8.0	6.3	8.2	6.7	7.6	8.0	7.4	7.2	8.1	4.8	11.9	8.8	8.3	7.2	7.8	8.1

Q13. PERCENT OF GROCERY SHOPPING DONE BY...

RESPONDENT

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	WEST	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	2277	285	1987	595	1394	749	530	698	306	1216	991	1153	655	1127	353	1102
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
DON'T KNOW	53	14	34	14	28	10	14	18	9	31	19	23	15	28	6	28
	2.3	4.9	1.7	2.4	2.0	1.3	2.6	2.6	2.9	2.5	1.9	2.0	2.3	2.5	1.7	2.5
BASE	2224	271	1953	581	1366	739	516	680	297	1185	972	1130	640	1099	347	1074
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
100 O/O	922	83	839	223	582	333	234	283	126	529	348	479	231	461	210	363
	41.5	30.6	43.0	38.4	42.6	45.1	45.3	41.6	42.4	44.6	35.8	42.4	36.1	41.9	60.5	35.7
90-99 O/O	486	22	464	145	373	129	108	153	60	208	272	254	150	245	35	281
	21.9	8.1	23.8	25.0	27.3	17.5	20.9	22.5	20.2	17.6	28.0	22.5	23.4	22.3	10.1	26.2
75-89 O/O	229	20	209	69	154	73	43	60	38	101	125	127	77	120	15	139
	10.3	7.4	10.7	11.9	11.3	9.9	8.3	8.8	12.8	8.5	12.9	11.2	12.0	10.9	4.3	12.9
50-74 O/O	192	33	159	61	103	59	43	68	21	109	78	98	56	87	33	81
	8.6	12.2	8.1	10.5	7.5	8.0	8.3	10.0	7.1	9.2	8.0	8.7	8.7	7.9	9.5	7.5
25-49 O/O	118	25	93	32	54	46	31	34	16	71	44	56	41	51	10	58
	5.3	9.2	4.8	5.5	4.0	6.2	6.0	5.0	5.4	6.0	4.5	5.0	6.4	4.6	2.9	5.4
1-24 O/O	111	45	66	22	46	24	25	42	5	59	50	53	42	73	10	63
	5.0	16.6	3.4	3.8	3.4	3.2	4.8	6.2	1.7	5.0	5.1	4.7	6.6	6.6	2.9	5.9
NONE	166	43	123	29	54	75	32	40	31	108	55	63	43	62	34	69
	7.5	15.9	6.3	5.0	4.0	10.1	6.2	5.9	10.4	9.1	5.7	5.6	6.7	5.6	9.8	6.4
MEAN	77.06	55.29	80.08	79.25	83.00	75.65	78.39	77.55	77.31	75.30	78.71	79.26	75.18	78.13	79.98	76.88

Q13. PERCENT OF GROCERY SHOPPING DONE BY...

SPOUSE

BASED ON MARRIED RESPONDENTS

			FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-	INCOME	
	TOTAL	MALE	TOTAL	18-34	25-54	50+	NORTH EAST	WEST	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	LEGE GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	1745	185	1557	440	1129	578	388	518	245	820	902	840	504	842	144	996
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
DON'T KNOW	24	5	16	4	14	6	7	7	4	11	12	11	6	11	1	15
	1.4	2.7	1.0	0.9	1.2	1.0	1.8	1.4	1.6	1.3	1.3	1.3	1.2	1.3	0.7	1.5
BASE	1721	180	1541	436	1115	572	381	511	241	809	890	829	498	831	143	981
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
100 O/O	21	12	9	*	3	6	6	3	5	12	9	5	4	11	1	11
	1.2	6.7	0.6		0.3	1.4	1.6	0.6	2.1	1.5	1.0	0.6	0.8	1.3	0.7	1.1
90-99 O/O	19	18	1	*	*	1	6	4	1	6	13	*	*	16	*	15
	1.1	10.0	0.1			0.2	1.6	0.8	0.4	0.7	1.5			1.9		1.5
75-89 O/O	13	10	3	1	2	2	2	6	1	4	9	3	2	6	1	8
	0.8	5.6	0.2	0.2	0.2	0.3	0.5	1.2	0.4	0.5	1.0	0.4	0.4	0.7	0.7	0.8
50-74 O/O	30	25	5	*	3	3	13	5	3	15	14	3	2	17	4	18
	1.7	13.9	0.3		0.3	0.5	3.4	1.0	1.2	1.9	1.6	0.4	0.4	2.0	2.8	1.8
25-49 O/O	28	27	1	1	1	*	5	11	4	15	12	1	*	18	3	19
	1.6	15.0	0.1	0.2	0.1		1.3	2.2	1.7	1.9	1.3	0.1		2.2	2.1	1.9
1-24 O/O	38	37	1	*	1	1	6	14	3	17	21	1	1	25	2	22
	2.2	20.6	0.1		0.1	0.2	1.6	2.7	1.2	2.1	2.4	0.1	0.2	3.0	1.4	2.2
NONE	1572	51	1521	434	1105	557	343	468	224	740	812	816	489	738	132	886
	91.3	28.3	98.7	99.5	99.1	97.4	90.0	91.6	92.9	91.5	91.2	98.4	98.2	88.8	92.3	90.5
MEAN	11.75	35.56	8.97	8.16	7.91	11.48	12.89	10.29	10.91	12.18	11.39	10.25	11.03	12.55	9.20	11.83

Q13. PERCENT OF GROCERY SHOPPING DONE BY...

RESPONDENT WITH SPOUSE

BASED ON MARRIED RESPONDENTS

			FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
	TOTAL	MALE	TOTAL	18-34	25-54	50+	NORTH EAST	WEST	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	1745	185	1557	440	1129	578	388	518	245	820	902	840	504	842	144	996
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
DON'T KNOW	24	5	16	4	14	6	7	7	4	11	12	11	6	11	1	15
	1.4	2.7	1.0	0.9	1.2	1.0	1.8	1.4	1.6	1.3	1.3	1.3	1.2	1.3	0.7	1.5
BASE	1721	180	1541	436	1115	572	381	511	241	809	890	829	498	831	143	981
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
100 O/O	99	19	80	19	38	47	18	24	18	75	23	39	31	36	25	38
	5.8	10.6	5.2	4.4	3.4	8.2	4.7	4.7	7.5	9.3	2.6	4.7	6.2	4.3	17.5	3.9
90-99 O/O	27	7	20	7	17	8	2	13	5	20	7	14	10	18	2	14
	1.6	3.9	1.3	1.6	1.5	1.4	0.5	2.5	2.1	2.5	0.8	1.7	2.0	2.2	1.4	1.4
75-89 O/O	31	8	23	7	14	9	4	14	2	20	8	14	13	18	4	17
	1.8	4.4	1.5	1.6	1.3	1.6	1.0	2.7	0.8	2.5	0.9	1.7	2.6	2.2	2.8	1.7
50-74 O/O	76	12	64	25	34	31	15	23	12	52	22	40	30	31	10	25
	4.4	6.7	4.2	5.7	3.0	5.4	3.9	4.5	5.0	6.4	2.5	4.8	6.0	3.7	7.0	2.5
25-49 O/O	103	14	89	28	52	39	22	41	11	60	41	55	32	56	8	56
	6.0	7.8	5.8	6.4	4.7	6.8	5.8	8.0	4.6	7.4	4.6	6.6	6.4	6.7	5.6	5.7
1-24 O/O	180	25	155	58	121	43	30	58	18	83	96	91	57	83	10	108
	10.5	13.9	10.1	13.3	10.9	7.5	7.9	11.4	7.5	10.3	10.8	11.0	11.4	10.0	7.0	11.0
NONE	1205	95	1110	292	839	395	290	338	175	499	693	576	325	569	84	723
	70.0	52.8	72.0	67.0	75.2	69.1	76.1	66.1	72.6	61.7	77.9	69.5	65.3	70.9	58.7	73.7
MEAN	13.80	25.49	12.43	13.42	9.75	16.35	10.73	15.19	14.56	20.26	7.70	13.23	16.58	13.00	27.20	10.68

Q13. PERCENT OF GROCERY SHOPPING DONE BY...

OTHER MALE

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE GRAD	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	WEST	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	OR BETTER	25,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	2277 100.0	285 100.0	1987 100.0	595 100.0	1394 100.0	749 100.0	530 100.0	698 100.0	306 100.0	1216 100.0	991 100.0	1153 100.0	655 100.0	1127 100.0	353 100.0	1102 100.0
DON'T KNOW	53 2.3	14 4.9	34 1.7	14 2.4	28 2.0	10 1.3	14 2.6	18 2.6	9 2.9	31 2.5	19 1.9	23 2.0	15 2.3	28 2.5	6 1.7	28 2.5
BASE	2224 100.0	271 100.0	1953 100.0	581 100.0	1366 100.0	739 100.0	516 100.0	680 100.0	297 100.0	1185 100.0	972 100.0	1130 100.0	640 100.0	1099 100.0	347 100.0	1074 100.0
100 O/O	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
90-99 O/O	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
75-89 O/O	7 0.3	1 0.4	6 0.3	3 0.5	3 0.2	2 0.3	3 0.6	1 0.1	1 0.3	4 0.3	3 0.3	3 0.3	2 0.3	1 0.1	2 0.6	1 0.1
50-74 O/O	14 0.6	4 1.5	10 0.5	8 1.4	7 0.5	2 0.3	4 0.8	6 0.9	1 0.3	11 0.9	3 0.3	6 0.5	3 0.5	4 0.4	6 1.7	3 0.3
25-49 O/O	19 0.9	6 2.2	13 0.7	7 1.2	7 0.5	4 0.5	5 1.0	7 1.0	2 0.7	9 0.8	8 0.8	7 0.6	4 0.6	7 0.6	4 1.2	10 0.9
1-24 O/O	81 3.6	6 2.2	75 3.8	18 3.1	59 4.3	15 2.0	20 3.9	28 4.1	6 2.0	33 2.8	47 4.8	57 5.0	29 4.5	37 3.4	15 4.3	39 3.6
NONE	2103 *94.6	254 93.7	1849 94.7	545 93.8	1290 94.4	716 96.9	484 93.8	638 93.8	287 96.6	1128 95.2	911 93.7	1057 93.5	602 94.1	1050 95.5	320 92.2	1021 95.1
MEAN	1.04	1.94	0.92	1.68	0.85	0.59	1.36	1.11	0.75	1.16	0.89	1.00	1.02	0.69	1.97	0.68

[redacted]

Q13. PERCENT OF GROCERY SHOPPING DONE BY...

OTHER FEMALE

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	WEST	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	2277	285	1987	595	1394	749	530	698	306	1216	991	1153	655	1127	353	1102
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
DON'T KNOW	53	14	34	14	28	10	14	18	9	31	19	23	15	28	6	28
	2.3	4.9	1.7	2.4	2.0	1.3	2.6	2.6	2.9	2.5	1.9	2.0	2.3	2.5	1.7	2.5
BASE	2224	271	1953	581	1366	739	516	680	297	1185	972	1130	640	1099	347	1074
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
100 O/O	4	*	4	2	*	2	2	1	1	2	2	3	1	3	1	2
	0.2		0.2	0.3		0.3	0.4	0.1	0.3	0.2	0.2	0.3	0.2	0.3	0.3	0.2
90-99 O/O	3	1	2	1	1	1	1	1	*	*	3	1	*	1	*	1
	0.1	0.4	0.1	0.2	0.1	0.1	0.2	0.1			0.3	0.1		0.1		0.1
75-89 O/O	11	1	10	6	9	2	5	2	*	1	9	9	4	5	3	5
	0.5	0.4	0.5	1.0	0.7	0.3	1.0	0.3		0.1	0.9	0.8	0.6	0.5	0.9	0.5
50-74 O/O	37	6	31	14	17	13	11	15	1	17	12	22	13	14	10	13
	1.7	2.2	1.6	2.4	1.2	1.8	2.1	2.2	0.3	1.4	1.9	1.9	2.0	1.3	2.9	1.2
25-49 O/O	16	1	15	3	7	8	*	8	3	7	7	8	6	5	3	7
	0.7	0.4	0.8	0.5	0.5	1.1		1.2	1.0	0.6	0.7	0.7	0.9	0.5	0.9	0.7
1-24 O/O	107	8	99	13	70	33	19	22	19	30	77	56	29	51	10	59
	4.8	3.0	5.1	2.2	5.1	4.5	3.7	3.2	6.4	2.5	7.9	5.0	4.5	4.6	2.9	5.5
NONE	2046	254	1792	542	1262	680	478	631	273	1128	856	1031	587	1020	326	967
	92.0	93.7	91.8	93.3	92.4	92.0	92.6	92.8	91.9	95.2	88.1	91.2	91.7	92.8	92.2	91.9
MEAN	2.12	2.20	2.11	2.88	1.73	2.22	2.81	2.19	1.27	1.39	2.91	2.51	2.32	1.87	3.05	1.87

Q13. GROCERY SHOPPING BY SEX

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	WEST	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	LEGE GRAD OR BETTER	25,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	2277	285	1987	595	1394	749	533	698	306	1216	991	1153	655	1127	353	1102
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
DON'T KNOW	53	14	34	14	28	10	14	18	9	31	19	23	15	28	6	28
	2.3	4.9	1.7	2.4	2.0	1.3	2.6	2.6	2.9	2.5	1.9	2.0	2.3	2.5	1.7	2.5
BASE	2224	271	1953	581	1366	739	516	680	297	1185	972	1130	640	1099	347	1074
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
MALES (NET)	22.00	57.90	17.02	17.67	14.78	20.48	19.50	22.26	20.24	26.78	16.07	17.40	21.45	22.01	19.68	21.27
MALE RESPONDENT	6.74	55.29					6.28	7.11	4.85	8.74	3.84			8.99	5.62	6.49
MALE SPOUSE	14.22	0.67	16.13	16.00	13.93	19.89	11.86	14.03	14.63	16.88	11.34	16.40	20.43	12.34	12.09	14.09
OTHER MALE	1.04	1.94	0.92	1.68	0.85	0.59	1.36	1.11	0.75	1.16	0.89	1.00	1.02	0.69	1.97	0.68
FEMALES (NET)	78.00	42.10	82.98	82.33	85.22	79.52	80.50	77.74	79.76	73.22	83.93	82.60	78.55	77.99	80.32	78.73
FEMALE RESPONDENT	70.33		80.08	79.25	83.00	75.65	72.11	70.44	72.46	66.56	74.87	79.26	75.16	69.14	74.36	70.39
FEMALE SPOUSE	5.55	39.89	0.79	0.20	0.49	1.65	5.58	5.11	6.03	5.27	6.15	0.83	1.05	6.97	2.91	6.47
OTHER FEMALE	2.12	2.20	2.11	2.88	1.73	2.22	2.81	2.19	1.27	1.39	2.91	2.51	2.32	1.87	3.05	1.87

Q14. DO YOU EVER COOK FOR FUN

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	WEST	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	2277	285	1987	595	1394	749	530	698	306	1216	991	1153	655	1127	353	1102
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	7	*	6	*	2	6	1	2	*	6	*	2	1	*	1	*
	0.3		0.3		0.1	0.8	0.2	0.3		0.5		0.2	0.2		0.3	
BASE	2270	285	1981	595	1392	743	529	696	306	1210	991	1151	654	1127	352	1102
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
YES	2160	276	1884	585	1338	685	497	664	296	1147	951	1106	628	1088	327	1057
	95.2	96.8	95.0	98.3	96.1	92.2	94.0	95.4	96.7	94.8	96.0	96.1	96.0	96.5	92.9	95.9
NO	110	9	100	10	54	58	32	32	10	63	40	45	26	39	25	45
	4.8	3.2	5.0	1.7	3.9	7.8	6.0	4.6	3.3	5.2	4.0	3.9	4.0	3.5	7.1	4.1

Q14. HOW OFTEN DO YOU COOK FOR FUN

BASED ON THOSE WHO COOK FOR FUN

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	WEST	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENT	2160	276	1881	585	1338	685	497	664	296	1147	951	1106	628	1068	327	1057
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	5	1	4	1	1	3	1	2	2	3	1	*	*	3	*	2
	0.2	0.4	0.2	0.2	0.1	0.4	0.2	0.3	0.7	0.3	0.1			0.3		0.2
BASE	2155	275	1877	584	1337	682	496	662	294	1144	950	1106	628	1065	327	1055
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
TWO OR MORE TIMES A WEEK	621	92	529	179	383	187	125	214	93	336	286	292	167	320	89	317
	28.8	33.5	28.2	30.7	28.6	27.4	25.2	32.3	31.6	29.4	28.0	26.4	26.6	29.5	27.2	30.0
ONCE A WEEK	524	67	457	167	345	133	126	162	54	279	236	279	156	294	85	253
	24.3	24.4	24.3	28.6	25.8	19.5	25.4	24.5	18.4	24.4	24.8	25.2	24.8	27.1	26.0	24.0
TWO OR THREE TIMES A MONTH	667	81	583	167	407	228	164	178	100	351	300	358	204	315	94	320
	31.0	29.5	31.1	28.6	30.4	33.4	33.1	26.9	34.0	30.7	31.6	32.4	32.5	29.3	28.7	30.3
ONCE A MONTH OR LESS	343	35	308	71	202	134	81	108	47	178	148	177	101	153	59	165
	15.9	12.7	16.4	12.2	15.1	19.6	16.3	16.3	16.0	15.6	15.6	16.0	16.1	14.1	18.0	15.6

Q14. HOW LONG HAVE YOU BEEN COOKING FOR FUN

BASED ON THOSE WHO COOK FOR FUN

			FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
	TOTAL	MALE	TOTAL	18-34	25-54	50+	NORTH EAST	WEST	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENT	2160	276	1881	585	1338	685	497	664	296	1147	951	1106	626	1088	327	1057
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	13	1	12	2	5	8	4	2	3	8	5	4	2	4	4	4
	0.6	0.4	0.6	0.3	0.4	1.2	0.8	0.3	1.0	0.7	0.5	0.4	0.3	0.4	1.2	0.4
BASE	2147	275	1869	583	1333	677	493	662	293	1139	946	1102	626	1084	323	1053
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
LESS THAN ONE YEAR	22	6	16	10	11	4	2	9	4	13	8	10	3	15	6	10
	1.0	2.2	0.9	1.7	0.8	0.6	0.4	1.4	1.4	1.1	0.8	0.9	0.5	1.4	1.9	0.9
1-2 YEARS	95	18	77	54	50	8	22	26	10	57	33	48	26	62	27	29
	4.4	6.5	4.1	9.3	3.8	1.2	4.5	3.9	3.4	5.0	3.5	4.4	4.2	5.7	8.4	2.8
3-5 YEARS	212	37	175	123	141	25	43	67	25	123	84	125	76	116	30	100
	9.9	13.5	9.4	21.1	10.6	3.7	8.7	10.1	8.5	10.8	8.9	11.3	12.1	10.7	9.3	9.5
LONGER THAN 5 YEARS	1818	214	1601	396	1131	640	426	560	254	946	821	919	521	891	260	914
	84.7	77.8	85.7	67.9	84.8	94.5	86.4	84.6	86.7	83.1	86.8	83.4	83.2	82.2	80.5	86.8

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AGE

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	WEST	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	2277	285	1987	595	1394	749	530	698	306	1216	991	1153	655	1127	353	1102
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
18-24	76	3	73	73	*	*	20	22	9	55	17	56	25	39	33	17
	3.3	1.1	3.7	12.3			3.8	3.2	2.9	4.5	1.7	4.9	3.8	3.5	9.3	1.5
25-34	595	73	522	522	522	*	166	163	71	302	280	371	228	392	99	248
	26.1	25.6	26.3	87.7	37.4		31.3	23.4	23.2	24.8	28.3	32.2	34.8	34.8	28.0	22.5
35-49	736	96	639	*	639	*	151	237	107	245	478	431	246	367	46	465
	32.3	33.7	32.2		45.8		28.5	34.0	35.0	20.1	48.2	37.4	37.6	32.6	13.0	42.2
50-54	276	43	233	*	233	233	69	86	31	156	111	131	74	104	29	150
	12.1	15.1	11.7		16.7	31.1	13.0	12.3	10.1	12.8	11.2	11.4	11.3	9.2	8.2	13.6
55 OR OLDER	586	68	516	*	*	516	122	186	87	455	104	162	82	222	144	221
	25.7	23.9	26.0			68.9	23.0	26.6	28.4	37.4	10.5	14.1	12.5	19.7	40.8	20.1
NO ANSWER	8	2	4	*	*	*	2	4	1	3	1	2	*	3	2	1
	0.4	0.7	0.2				0.4	0.6	0.3	0.2	0.1	0.2		0.3	0.6	0.1
MEAN	43.35	43.74	43.32	28.90	39.18	56.13	42.28	43.79	44.02	45.24	41.01	40.43	40.15	41.06	43.78	43.51

SEX

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE GRAD	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	WEST	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	OR LETTER	2,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	2277	285	1987	595	1394	749	530	698	306	1216	991	1153	655	1127	353	1102
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
MALE	285	285	*	*	*	*	64	86	36	172	102	*	*	183	30	147
	12.5	100.0					12.1	12.3	11.8	14.1	10.3			16.2	8.5	13.3
FEMALE	1987	*	1987	595	1394	749	465	611	269	1041	869	1153	655	942	323	953
	87.3		100.0	100.0	100.0	100.0	87.7	87.5	87.9	85.6	89.7	100.0	100.0	83.6	91.5	86.5
NO ANSWER	5	*	*	*	*	*	1	1	1	3	*	*	*	2	*	2
	0.2						0.2	0.1	0.3	0.2				0.2		0.2

MARITAL STATUS

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	WEST	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	2277	285	1986	595	1394	749	530	698	306	1216	991	1153	655	1127	353	1102
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
MARRIED	1745	185	1557	440	1129	578	388	518	245	820	902	840	504	842	144	996
	76.6	64.9	78.4	73.9	81.0	77.2	73.2	74.2	80.1	67.4	91.0	72.9	76.9	74.7	40.8	90.4
SINGLE	260	62	198	116	132	39	83	86	22	195	41	165	84	161	102	51
	11.4	21.8	10.0	19.5	9.5	5.2	15.7	12.3	7.2	16.0	4.1	14.3	12.8	14.3	28.9	4.6
DIVORCED/SEPARATED	140	28	112	28	92	40	28	55	17	102	29	95	42	73	52	31
	6.1	9.8	5.6	4.7	6.6	5.3	5.3	7.9	5.6	8.4	2.9	8.2	6.4	6.5	14.7	2.8
WIDOWED	99	2	97	1	23	88	23	24	19	76	14	36	16	37	50	12
	4.3	0.7	4.9	0.2	1.6	11.7	4.3	3.4	6.2	6.3	1.4	3.1	2.4	3.3	14.2	1.1
OTHER	23	8	15	9	14	1	6	11	2	18	5	12	8	10	4	9
	1.0	2.8	0.8	1.5	1.0	0.1	1.1	1.6	0.7	1.5	0.5	1.0	1.2	0.9	1.1	0.8
NO ANSWER	10	*	8	1	4	3	2	4	1	5	*	5	1	4	1	3
	0.4		0.4	0.2	0.3	0.4	0.4	0.6	0.3	0.4		0.4	0.2	0.4	0.3	0.3

POSITION IN HOUSEHOLD

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
			TOTAL	18-34	25-54	55+	NORTH EAST	WEST	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	2277	285	1987	595	1394	749	530	698	306	1216	991	1153	655	1127	353	1102
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
MALE HEAD	294	246	47	6	22	29	66	89	39	176	110	30	14	180	32	152
	12.9	86.3	2.4	1.0	1.6	3.9	12.5	12.8	12.7	14.5	11.1	2.6	2.1	16.0	9.1	13.8
FEMALE HEAD	1717	12	1703	513	1214	633	392	518	237	911	760	981	553	811	278	821
	75.4	4.2	85.7	86.2	87.1	84.5	74.0	74.2	77.5	74.9	76.7	85.1	84.4	72.0	78.8	74.5
SON/DAUGHTER	36	4	32	20	18	7	18	8	1	9	25	26	16	17	7	13
	1.6	1.4	1.6	3.4	1.3	0.9	3.4	1.1	0.3	0.7	2.5	2.3	2.4	1.5	2.0	1.2
OTHER	160	18	142	43	104	50	37	61	18	89	66	89	59	89	24	88
	7.0	6.3	7.1	7.2	7.5	6.7	7.0	8.7	5.9	7.3	6.7	7.7	9.0	7.9	6.8	8.0
NO ANSWER	70	5	63	13	36	30	17	22	11	31	30	27	13	30	12	28
	3.1	1.8	3.2	2.2	2.6	4.0	3.2	3.2	3.6	2.5	3.0	2.3	2.0	2.7	3.4	2.5

NUMBER OF ADULTS 18+

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	WEST	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	2277	215	1987	595	1394	749	530	698	306	1216	991	1153	655	1127	353	1102
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1	308	55	253	92	161	93	81	96	37	294	14	188	79	165	145	45
	13.5	19.3	12.7	15.5	11.5	12.4	15.3	13.8	12.1	24.2	1.4	16.3	12.1	14.6	41.1	4.1
2	1454	179	1272	449	906	446	308	448	204	884	570	716	443	754	149	784
	63.9	62.8	64.0	75.5	65.0	59.5	58.1	64.2	66.7	72.7	57.5	62.1	67.6	66.9	42.2	71.1
3	251	23	228	19	160	110	71	74	25	*	251	132	80	93	25	144
	11.0	8.1	11.5	3.2	11.5	14.7	13.4	10.6	8.2		25.3	11.4	12.2	8.3	7.1	13.1
4	102	7	95	7	78	38	28	33	9	*	102	45	15	40	5	67
	4.5	2.5	4.8	1.2	5.6	5.1	5.3	4.7	2.9		10.3	3.9	2.3	3.5	1.4	6.1
5	36	3	33	3	26	15	10	6	6	*	36	19	9	18	3	23
	1.6	1.1	1.7	0.5	1.9	2.0	1.9	0.9	2.0		3.6	1.6	1.4	1.6	0.8	2.1
6+	10	2	8	*	6	5	4	1	3	*	10	5	2	3	*	5
	0.4	0.7	0.4		0.4	0.7	0.8	0.1	1.0		1.0	0.4	0.3	0.3		0.5
NO ANSWER	116	16	98	25	57	42	28	40	22	38	8	48	27	54	26	34
	5.1	5.6	4.9	4.2	4.1	5.6	5.3	5.7	7.2	3.1	0.8	4.2	4.1	4.8	7.4	3.1
MEAN	2.11	1.95	2.13	1.91	2.17	2.18	2.14	2.09	2.06	1.75	2.54	2.07	2.09	2.05	1.69	2.27

NUMBER OF YOUNG PEOPLE OR CHILDREN - 12-17

			FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
	TOTAL	MALE	TOTAL	18-34	25-54	50+	NORTH EAST	WEST	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	2277 100.0	285 100.0	1987 100.0	595 100.0	1394 100.0	749 100.0	530 100.0	698 100.0	306 100.0	1216 100.0	991 100.0	1153 100.0	655 100.0	1127 100.0	353 100.0	1102 100.0
1	228 10.0	26 9.1	202 10.2	24 4.0	190 13.6	32 4.3	47 8.9	67 9.6	42 13.7	19 1.6	209 21.1	126 10.9	54 8.2	98 8.7	13 3.7	144 13.1
2	130 5.7	13 4.6	117 5.9	7 1.2	113 8.1	12 1.6	33 6.2	34 4.9	22 7.2	5 0.4	125 12.6	73 6.3	33 5.0	56 5.0	8 2.3	74 6.7
3	25 1.1	6 2.1	19 1.0	1 0.2	19 1.4	1 0.1	4 0.8	5 0.7	3 1.0	*	25 2.5	11 1.0	6 0.9	13 1.2	1 0.3	16 1.5
4	2 0.1	1 0.4	1 0.1	*	1 0.1	*	1 0.2	*	*	*	2 0.2	*	*	*	*	*
5	1	*	1 0.1	*	1 0.1	*	*	*	*	*	1 0.1	1 0.1	*	1 0.1	*	1 0.1
6+	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
NO ANSWER	1891 83.0	239 83.9	1647 82.9	563 94.6	1070 76.8	704 94.0	445 84.0	592 84.8	239 78.1	1192 98.0	629 63.5	942 81.7	562 85.8	959 85.1	331 93.8	867 78.7
MEAN	1.49	1.61	1.48	1.28	1.49	1.31	1.52	1.42	1.42	1.21	1.51	1.47	1.48	1.51	1.45	1.47

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NUMBER OF YOUNG PEOPLE OR CHILDREN - 0-11

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
			TOTAL	18-34	25-54	55+	NORTH EAST	WEST	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	2277	285	1987	595	1394	749	534	698	396	1216	991	1153	655	1127	353	1162
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1	232	26	206	71	199	6	53	59	33	13	219	107	40	118	17	140
	10.2	9.1	10.4	11.9	14.3	0.8	10.0	8.5	10.8	1.1	22.1	9.3	6.1	10.5	4.8	12.7
2	98	5	93	31	92	4	26	26	14	7	91	48	20	60	3	70
	4.3	1.8	4.7	5.2	6.6	0.5	4.9	3.7	4.6	0.6	9.2	4.2	3.1	5.3	0.8	6.4
3	6	1	5	2	5	*	4	2	*	*	6	1	1	4	*	3
	0.3	0.4	0.3	0.3	0.4		0.8	0.3			0.6	0.1	0.2	0.4		0.3
4	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
5	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
6+	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
NO ANSWER	1941	253	1683	491	1098	739	447	611	259	1196	675	997	594	945	333	889
	85.2	88.8	84.7	82.5	78.8	98.7	84.3	87.5	84.6	98.4	68.1	86.5	90.7	83.9	94.3	80.7
MEAN	1.33	1.22	1.34	1.34	1.34	1.40	1.41	1.34	1.30	1.35	1.33	1.32	1.36	1.37	1.15	1.36

NUMBER OF YOUNG PEOPLE OR CHILDREN - UNDER 6

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	WEST	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	2277	285	1987	595	1394	749	533	698	306	1216	991	1153	655	1127	353	1102
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1	213	19	194	128	179	11	62	55	24	14	199	96	44	124	15	116
	9.4	6.7	9.8	21.5	12.8	1.5	11.7	7.9	7.8	1.2	20.1	8.3	6.7	11.0	5.4	10.5
2	93	8	85	64	82	2	27	18	14	4	89	28	8	65	10	42
	4.1	2.8	4.3	10.8	5.9	0.3	5.1	2.6	4.6	0.3	9.0	2.4	1.2	5.8	2.8	3.8
3	16	1	15	12	15	*	1	6	*	*	16	4	2	10	*	12
	0.7	0.4	0.8	2.0	1.1		0.2	0.9			1.6	0.3	0.3	0.9		1.1
4	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
5	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
6+	2	*	2	1	*	1	1	1	*	*	2	2	*	*	1	1
	0.1		0.1	0.2		0.1	0.2	0.1			0.2	0.2			0.3	0.1
NO ANSWER	1953	257	1691	390	1118	735	439	616	268	1198	685	1023	601	928	323	931
	85.8	90.2	85.1	65.5	80.2	98.1	82.4	88.5	87.6	98.5	69.1	88.7	91.8	82.3	91.5	84.5
MEAN	1.38	1.36	1.38	1.42	1.41	1.07	1.31	1.36	1.37	1.22	1.39	1.26	1.22	1.43	1.30	1.38

SUMMARY-SIZE OF HOUSEHOLD

	TOTAL	MALE	FEMALE TOTAL	FEMALE 18-34	FEMALE 25-54	FEMALE 50+	AREA NORTH EAST	AREA WEST	AREA SOUTH EAST	HOUSEHOLD SIZE 2 OR LESS	HOUSEHOLD SIZE 3 OR MORE	FEMALE-EMP. TOTAL	FEMALE-EMP. FULL TIME/ 20,000	COLLEGE GRAD OR BETTER	INCOME 20,000 OR LESS	INCOME 35,000 OR MORE
TOTAL RESPONDENTS	2277 100.0	285 100.0	1987 100.0	595 100.0	1394 100.0	749 100.0	530 100.0	698 100.0	306 100.0	1216 100.0	991 100.0	1153 100.0	655 100.0	1127 100.0	353 100.0	1102 100.0
1	292 12.8	54 18.9	238 12.0	88 14.8	139 10.0	98 13.1	78 14.7	90 12.9	34 11.1	292 24.0	*	172 14.9	75 11.5	156 13.8	136 38.5	43 3.9
2	924 40.6	118 41.4	803 40.4	223 37.5	447 32.1	435 58.1	182 34.3	320 45.8	120 39.2	924 76.0	*	468 40.6	329 50.2	445 39.5	123 34.8	453 41.1
3	376 16.5	46 16.1	330 16.6	112 18.8	265 19.0	102 13.6	97 18.3	101 14.5	50 16.3	*	376 37.9	193 16.7	115 17.6	177 15.7	44 12.5	208 18.9
4	359 15.8	32 11.2	327 16.5	111 18.7	304 21.8	43 5.7	87 16.4	104 14.9	52 17.0	*	359 36.2	174 15.1	74 11.3	191 16.9	19 5.4	225 20.4
5	171 7.5	15 5.3	156 7.9	36 6.1	147 10.5	24 3.2	47 8.9	44 6.3	21 6.9	*	171 17.3	81 7.0	32 4.9	87 7.7	9 2.5	106 9.6
6+	85 3.7	9 3.2	76 3.8	12 2.0	66 4.7	16 2.1	24 4.5	15 2.1	12 3.9	*	85 8.6	35 3.0	12 1.8	36 3.2	3 0.8	52 4.7
NO ANSWER	70 3.1	11 3.9	57 2.9	13 2.2	26 1.9	31 4.1	15 2.8	24 3.4	17 5.6	*	*	30 2.6	18 2.7	35 3.1	19 5.4	15 1.4
MEAN	2.52	2.30	2.55	2.57	2.76	2.18	2.56	2.48	2.55	1.76	3.45	2.48	2.41	2.54	1.90	2.76

Audits & Surveys, Inc.

STATE (REGION)

			FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
	TOTAL	MALE	TOTAL	18-34	25-54	50+	NORTH EAST	WEST	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	25,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENT	2277	285	1987	595	1394	749	530	698	306	1216	991	1153	655	1127	353	1102
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NEW ENGLAND	159	21	138	51	97	50	159	*	*	79	77	73	35	77	34	60
	7.0	7.4	6.9	8.6	7.0	6.7	30.0			6.5	7.8	6.3	5.3	6.8	9.6	5.4
MID-ATLANTIC	371	43	327	120	240	115	371	*	*	181	178	205	113	201	65	176
	16.3	15.1	16.5	20.2	17.2	15.4	70.0			14.9	18.0	17.8	17.3	17.8	18.4	16.0
EASTERN CENTRAL	348	40	308	95	219	111	*	*	*	175	169	178	97	165	59	165
	15.3	14.0	15.5	16.0	15.7	14.8				14.4	17.1	15.4	14.8	14.6	16.7	15.0
WESTERN CENTRAL	147	15	132	36	94	47	*	*	*	74	68	69	42	59	16	79
	6.5	5.3	6.6	6.1	6.7	6.3				6.1	6.9	6.0	6.4	5.2	4.5	7.2
SOUTH EAST	306	36	269	72	183	101	*	*	306	154	135	144	88	163	40	158
	13.4	12.6	13.5	12.1	13.1	13.5			100.0	12.7	13.6	12.5	13.4	14.5	11.3	14.3
SOUTH CENTRAL	70	15	55	14	37	25	*	*	*	38	32	26	14	39	11	37
	3.1	5.3	2.8	2.4	2.7	3.3				3.1	3.2	2.3	2.1	3.5	3.1	3.4
SOUTH WEST	165	25	139	45	98	57	*	*	*	95	67	67	42	94	21	83
	7.2	8.8	7.0	7.6	7.0	7.6				7.8	6.8	5.8	6.4	8.3	5.9	7.5
MOUNTAIN	126	15	111	27	71	47	*	126	*	63	41	69	38	69	26	49
	5.5	5.3	5.6	4.5	5.1	6.3		18.1		6.8	4.1	6.0	5.8	6.1	7.4	4.4
PACIFIC	572	71	501	135	352	191	*	572	*	327	223	319	184	254	80	290
	25.1	24.9	25.2	22.7	25.3	25.5		81.9		26.9	22.5	27.7	28.1	22.5	22.7	26.3

EMPLOYED

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	WEST	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	2277	285	1992	595	1364	749	530	698	306	1216	991	1153	655	1127	353	1102
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
YES,FULL-TIME	1078	236	840	346	684	201	261	354	131	668	373	940	655	595	167	504
	47.3	82.8	42.3	58.2	49.1	26.8	49.2	50.7	42.8	54.9	37.6	72.9	100.0	52.8	47.3	45.7
YES,PART-TIME	325	11	313	81	249	92	77	111	43	116	206	313	*	150	41	172
	14.3	3.9	15.8	13.6	17.9	12.3	14.5	15.9	14.1	9.5	20.8	27.1		13.3	11.6	15.6
NO	862	37	825	168	459	448	189	233	131	424	410	*	*	380	142	424
	37.9	13.0	41.5	28.2	32.9	59.8	35.7	33.4	42.8	34.9	41.4			33.7	40.2	38.5
NO ANSWER	12	1	9	*	2	8	3	*	1	8	2	*	*	2	3	2
	0.5	0.4	0.5		0.1	1.1	0.6		0.3	0.7	0.2			0.2	0.8	0.2

OCCUPATION

AMONG THOSE EMPLOYED

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE GRAD OR BETTER	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	WEST	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000		20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	1403	247	1153	427	933	293	338	465	174	784	579	1153	655	745	206	676
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
PROFESSIONAL, TECHNICAL & KINDRED WORKERS	504	89	414	174	353	89	114	149	73	277	211	414	255	408	60	274
	35.9	36.0	35.9	40.7	37.8	30.4	33.7	32.0	42.0	35.3	36.4	35.9	38.9	54.8	28.8	40.5
MANAGERS, OFFICIALS & PROPRIETORS (EXCEPT FARM)	328	90	238	76	193	68	78	109	44	184	134	236	154	170	27	194
	23.4	36.4	20.5	17.8	20.7	23.2	23.1	23.4	25.3	23.5	23.1	20.5	23.5	22.8	13.0	28.7
CLERICAL & KINDRED WORKERS	313	10	303	95	239	91	84	116	29	182	125	303	157	75	69	118
	22.3	4.0	26.3	22.2	25.6	31.1	24.9	24.9	16.7	23.2	21.6	26.3	24.0	10.1	33.2	17.5
SALES WORKERS	104	27	77	27	62	15	18	38	14	59	42	77	35	48	11	53
	7.4	10.9	6.7	6.3	6.6	5.1	5.3	8.2	8.0	7.5	7.3	6.7	5.3	6.4	5.3	7.8
CRAFTSMAN, FOREMAN & KINDRED WORKERS	18	8	10	4	6	2	5	8	2	7	11	10	5	4	3	4
	1.3	3.2	0.9	0.9	0.6	0.7	1.5	1.7	1.1	0.9	1.9	0.9	0.8	0.5	1.4	0.6
OPERATIVES & KINDRED WORKERS	13	2	11	6	9	1	2	6	1	7	6	11	3	3	3	4
	0.9	0.8	1.0	1.4	1.0	0.3	0.6	1.3	0.6	0.9	1.0	1.0	0.5	0.4	1.4	0.6
LABORERS	5	3	2	1	*	1	1	1	*	2	1	2	1	*	2	*
	0.4	1.2	0.2	0.2		0.3	0.3	0.2		0.3	0.2	0.2	0.2		1.0	
SERVICE WORKERS	78	14	64	34	46	16	27	23	5	49	28	64	31	23	21	22
	5.6	5.7	5.6	8.0	4.9	5.5	8.0	4.9	2.9	6.3	4.8	5.6	4.7	3.1	10.1	3.3
FARMERS & FARM MANAGERS	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
MISCELLANEOUS GROUPS	16	2	14	4	12	1	1	7	4	5	11	14	7	5	3	5
	1.1	0.8	1.2	0.9	1.3	0.3	0.3	1.5	2.3	0.6	1.9	1.2	1.1	0.7	1.4	0.7
NO ANSWER	24	2	22	6	13	9	8	8	2	12	10	22	7	9	9	2
	1.7	0.8	1.9	1.4	1.4	3.1	2.4	1.7	1.1	1.5	1.7	1.9	1.1	1.2	4.3	0.3

EDUCATION

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE GRAD OR BETTER	INCOME	
			TOTAL	18-34	25-54	55+	NORTH EAST	WEST	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000		20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	2277	265	1987	595	1394	749	530	698	306	1216	991	1153	655	1127	353	1102
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
POST GRADUATE WORK	534	110	423	159	329	116	126	160	72	283	230	285	183	534	62	317
	23.5	38.6	21.3	26.7	23.6	15.5	23.8	22.9	23.5	23.3	23.2	24.7	27.9	47.4	17.6	28.8
COLLEGE GRADUATE	593	73	519	213	387	152	152	163	91	318	261	292	173	593	73	320
	26.0	25.6	26.1	35.8	27.8	20.3	28.7	23.4	29.7	26.2	26.3	25.3	26.4	52.6	20.7	29.0
COLLEGE INCOMPLETE	661	62	597	160	420	241	129	240	84	344	300	352	186	*	104	313
	29.0	21.8	30.0	26.9	30.1	32.2	24.3	34.4	27.5	28.3	30.3	30.5	28.4		29.5	28.4
HIGH SCHOOL GRADUATE	430	30	400	58	242	205	110	117	51	231	186	203	108	*	92	141
	18.9	10.5	20.1	9.7	17.4	27.4	20.8	16.8	16.7	19.0	18.8	17.6	16.5		26.1	12.8
NOT A HIGH SCHOOL GRADUATE	43	9	34	3	11	26	10	13	6	30	11	18	4	*	19	7
	1.9	3.2	1.7	0.5	0.8	3.5	1.9	1.9	2.0	2.5	1.1	1.6	0.6		5.4	0.6
NO ANSWER	16	1	14	2	5	9	3	5	2	10	3	3	1	*	3	4
	0.7	0.4	0.7	0.3	0.4	1.2	0.6	0.7	0.7	0.8	0.3	0.3	0.2		0.8	0.4

ANNUAL HOUSEHOLD INCOME

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE GRAD	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	WEST	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	OR BETTER	20,000 OR LESS	35,0 MORE
TOTAL RESPONDENTS	2277	285	1987	595	1394	749	530	698	306	1216	991	1153	655	1127	353	1102
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	1
$50,000 OR MORE	602	78	523	113	417	173	140	189	86	244	349	270	181	356	*	582
	26.4	27.4	26.3	19.0	29.9	23.1	26.4	27.1	28.1	20.1	35.2	23.4	27.6	31.6		54.6
$35,000-$49,999	500	69	430	121	330	144	96	150	72	252	242	269	190	281	*	6
	22.0	24.2	21.6	20.3	23.7	19.2	18.1	21.5	23.5	20.7	24.4	23.3	29.0	24.9		45.4
$25,000-$34,999	478	72	406	156	290	144	104	153	66	268	195	257	188	224	*	*
	21.0	25.3	20.4	26.2	20.8	19.2	19.6	21.9	21.6	22.0	19.7	22.3	28.7	19.9		
$20,000-$24,999	234	28	205	71	137	81	63	72	28	140	82	125	96	92	*	*
	10.3	9.8	10.3	11.9	9.8	10.8	11.9	10.3	9.2	11.5	8.3	10.8	14.7	8.2		
$15,000-$19,999	179	14	165	66	103	66	48	55	20	127	46	109	*	76	179	*
	7.9	4.9	8.3	11.1	7.4	8.8	9.1	7.9	6.5	10.4	4.6	9.5		6.7	50.7	
UNDER $15,000	174	16	158	54	56	92	51	51	20	132	29	78	*	59	174	*
	7.6	5.6	8.0	9.1	4.0	12.3	9.6	7.3	6.5	10.9	2.9	6.8		5.2	49.3	
NO ANSWER	110	8	100	14	61	49	28	28	14	53	46	45	*	39	*	*
	4.8	2.8	5.0	2.4	4.4	6.5	5.3	4.0	4.6	4.4	4.8	3.9		3.5		

BANNER BY BANNER

			FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
	TOTAL	MALE	TOTAL	18-34	25-54	50+	NORTH EAST	WEST	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL	2277	285	1987	595	1394	749	530	698	306	1216	991	1153	655	1127	353	1102
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
MALE	285	285	*	*	*	*	64	86	36	172	102	*	*	183	30	147
	12.5	100.0					12.1	12.3	11.8	14.1	10.3			16.2	8.5	13.3
FEMALE																
TOTAL	1987	*	1987	595	1394	749	465	611	269	1041	889	1153	655	942	323	953
	87.3		100.0	100.0	100.0	100.0	87.7	87.5	87.9	85.6	89.7	100.0	100.0	83.6	91.5	86.5
WOMEN 18-34	595	*	595	595	522	*	171	162	72	311	271	427	253	372	120	234
	26.1		29.9	100.0	37.4		32.3	23.2	23.5	25.6	27.3	37.0	38.6	33.0	34.0	21.2
WOMEN 25-54	1394	*	1394	522	1394	233	337	423	183	586	782	933	548	716	159	747
	61.2		70.2	87.7	100.0	31.1	63.6	60.6	59.8	48.2	78.9	80.9	83.7	63.5	45.0	67.8
WOMEN 50+	749	*	749	*	233	749	165	238	101	533	185	293	156	269	158	317
	32.9		37.7		16.7	100.0	31.1	34.1	33.0	43.8	18.7	25.4	23.8	23.8	44.8	28.8
AREA																
NORTHEAST	530	64	465	171	337	165	530	*	*	260	255	278	148	278	99	236
	23.3	22.5	23.4	28.7	24.2	22.0	100.0			21.4	25.7	24.1	22.6	24.7	28.0	21.4
WEST	698	86	611	162	423	238	*	698	*	410	264	388	222	323	106	339
	30.7	30.2	30.7	27.2	30.3	31.8		100.0		33.7	26.6	33.7	33.9	28.7	30.0	30.8
SOUTHEAST	306	36	269	72	183	101	*	*	306	154	135	144	88	163	40	158
	13.4	12.6	13.5	12.1	13.1	13.5			100.0	12.7	13.6	12.5	13.4	14.5	11.3	14.3
HOUSEHOLD SIZE																
2 OR LESS	1216	172	1041	311	586	533	260	410	154	1216	*	640	404	601	259	496
	53.4	60.4	52.4	52.3	42.0	71.2	49.1	58.7	50.3	100.0		55.5	61.7	53.3	73.4	45.0
3 OR MORE	991	102	889	271	782	185	255	264	135	*	991	483	233	491	75	591
	43.5	35.8	44.7	45.5	56.1	24.7	48.1	37.8	44.1		100.0	41.9	35.6	43.6	21.2	53.6
WOMEN EMPLOYED																
TOTAL	1153	*	1153	427	933	293	278	388	144	640	483	1153	655	577	187	539
	50.6		58.0	71.8	66.9	39.1	52.5	55.6	47.1	52.6	48.7	100.0	100.0	51.2	53.0	48.9

[redacted]

			FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
	TOTAL	MALE	TOTAL	18-34	25-54	50+	NORTH EAST	WEST	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
FULL-TIME AND HOUSE-HOLD INCOME $20,000+	655 28.8	*	655 33.0	253 42.5	548 39.3	156 20.8	148 27.9	222 31.8	88 28.8	404 33.2	233 23.5	655 56.8	655 100.0	356 31.6	*	371 33.7
GRADUATED COLLEGE OR BETTER HOUSEHOLD INCOME	1127 49.5	183 64.2	942 47.4	372 62.5	716 51.4	268 35.8	278 52.5	323 46.3	163 53.3	601 49.4	491 49.5	577 50.0	356 54.4	1127 100.0	135 38.2	637 57.8
LESS THAN $20,000	353 15.5	30 10.5	323 16.3	120 20.2	159 11.4	158 21.1	99 18.7	106 15.2	40 13.1	259 21.3	75 7.6	187 16.2	*	135 12.0	353 100.0	*
$35,000 OR MORE	1102 48.4	147 51.6	953 48.0	234 39.3	747 53.6	317 42.3	236 44.5	339 48.6	158 51.6	496 40.8	591 59.6	539 46.7	371 56.6	637 56.5	*	1102 100.0